

You Don't Have to Be a Designer

TO USE GREAT COLOR!

A QUICK GUIDE TO COLOR THEORY

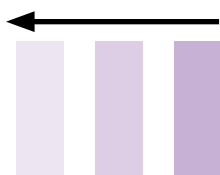


TINTS & SHADES

**BASE
COLOR**

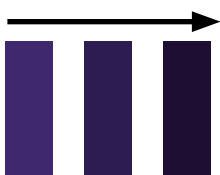
TINTS

Add white to lighten.



SHADES

Add black to darken.



THE COLOR WHEEL



PRIMARY COLORS

Red, Blue, Yellow

SECONDARY COLORS

Orange, Green, Purple

TERTIARY COLORS

Red-Orange, Yellow-Orange, Yellow-Green, Blue-Green, Blue-Purple, Red-Purple

COLOR SCHEMES

MONOCHROMATIC



ANALAGOUS



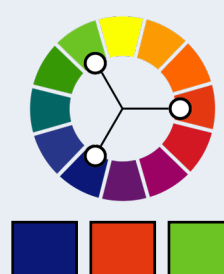
COMPLEMENTARY



SPLIT COMPLEMENTARY



TRIADIC



COLOR CONTRAST



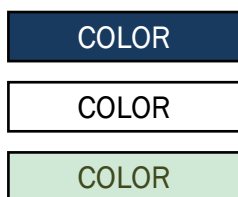
4.5:1

ratio for normal text

[WebAIM](#)

[Contrast Checker](#)

GOOD CONTRAST



BAD CONTRAST



AVOID COLOR VIBRATION



SAMPLE PALETTE | Split Complementary Scheme



[Adobe Color](#)

PRIMARY

Headings, Buttons



#66166D

SECONDARY

Subheadings, Accents



#F68633

ACCENT

Calls to action, Icons



#8DB83F

NEUTRAL

Backgrounds, Borders



#E6E9ED

TEXT

Body text, Descriptions



#212B36