

Colordination

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OPTIMISM CLARITY WARMTH
FRIENDLY CHEERFUL CONFIDENCE
EXCITEMENT YOUTHFUL BOLD
CREATIVE IMAGINATIVE WISE
TRUST DEPENDABLE STRENGTH
PEACEFUL GROWTH HEALTH
BALANCE CALM



COLOUR THEORY

QUICK REFERENCE SHEET

CMYK SUBSTRACTIVE

CREATED WITH INK

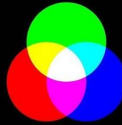
WHEN WE MIX COLOURS USING PAINT, OR THROUGH THE PRINTING PROCESS, WE ARE USING SUBSTRACTIVE COLOUR METHOD. SUBSTRACTIVE COLOUR MIXING MEANS THAT ONE BEGINS WITH WHITE AND ENDS WITH BLACK AS ONE ADDS COLOUR, THE RESULT GETS DARKER AND TENDS TO BLACK.



RGB ADDITIVE

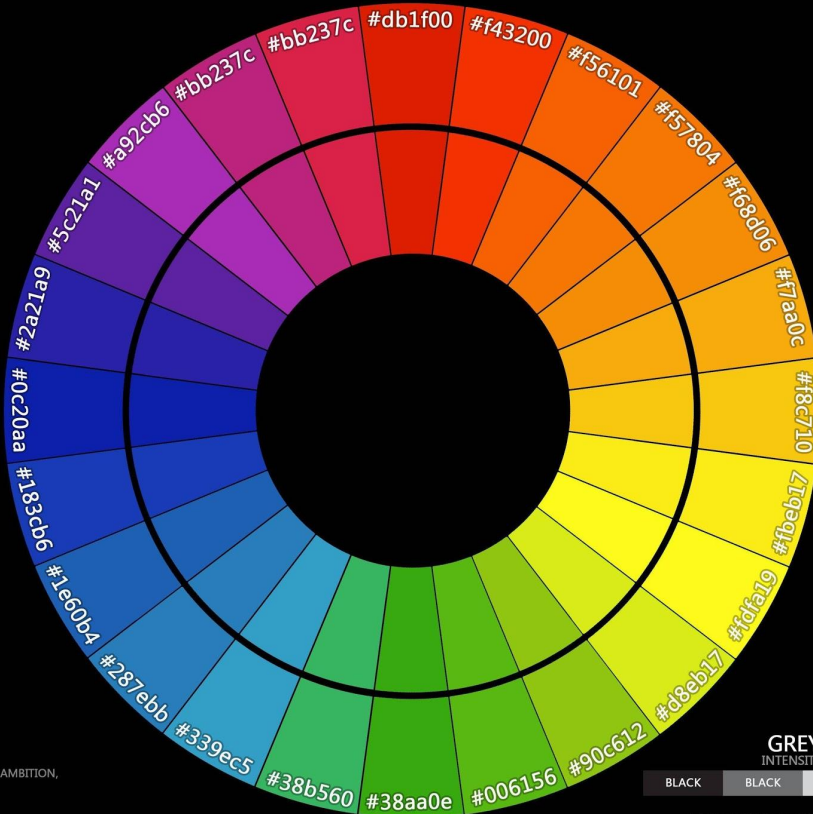
CREATED WITH LIGHT

IF WE ARE WORKING ON A COMPUTER, THE COLOURS WE SEE ON THE SCREEN ARE CREATED WITH LIGHT USING THE ADDITIVE COLOUR METHOD. ADDITIVE COLOUR MIXING BEGINS WITH BLACK AND ENDS WITH WHITE; AS MORE COLOUR IS ADDED, THE RESULT IS LIGHTER AND TENDS TO WHITE.



COLOUR MEANINGS

RED	INTENSE, FIRE, BLOOD, ENERGY, LOVE, PASSIONATE, STRONG.
RED VIOLET	ROYALTY, POWER, NOBILITY, WEALTH, AMBITION, DIGNIFIED, MYSTERIOUS.
BLUE	SKY, SEA, DEPTH, STABILITY, TRUST, MASCULINE, TRANQUIL.
GREEN	NATURE, GROWTH, FERTILITY, FRESHNESS, HEALING, SAFETY, MONEY.
YELLOW	SUNSHINE, JOY, CHEERFULNESS, INTELLECT, ENERGY, ATTENTION.
ORANGE	WARM, STIMULATING, ENTHUSIASM, HAPPINESS, SUCCESS, CREATIVE, AUTUMN.



ANALOGOUS

COLOURS THAT ARE ADJACENT TO EACH OTHER ON THE COLOUR WHEEL

RED	RED ORANGE	YELLOW ORANGE
YELLOW	YELLOW GREEN	GREEN

COMPLEMENTARY

COLOURS OPPOSITE TO EACH OTHER ON THE COLOUR WHEEL

BLUE GREEN	RED ORANGE	YELLOW	VIOLET
BLUE	ORANGE	YELLOW GREEN	RED VIOLET
BLUE VIOLET	YELLOW ORANGE	GREEN	RED

TRIADIC

THREE COLOURS SPACED EQUALLY APART ON THE COLOUR WHEEL

RED	YELLOW	BLUE
BLUE VIOLET	RED ORANGE	YELLOW GREEN
ORANGE	GREEN	VIOLET
YELLOW ORANGE	BLUE GREEN	RED VIOLET

SPLIT COMPLEMENT

A COLOUR AND THE TWO COLOURS NEXT TO ITS COMPLEMENT ON THE COLOUR WHEEL

YELLOW	BLUE VIOLET	RED VIOLET
YELLOW GREEN	VIOLET	RED
GREEN	RED VIOLET	RED ORANGE
BLUE GREEN	RED	ORANGE
BLUE	RED ORANGE	YELLOW ORANGE
BLUE VIOLET	ORANGE	YELLOW
VIOLET	YELLOW ORANGE	YELLOW GREEN
RED VIOLET	YELLOW	GREEN
RED	YELLOW GREEN	BLUE GREEN
RED ORANGE	GREEN	BLUE
ORANGE	BLUE GREEN	BLUE VIOLET
YELLOW ORANGE	BLUE	VIOLET

GREYSCALE

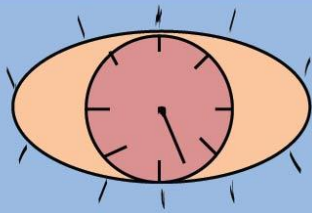
INTENSITY OF BLACK



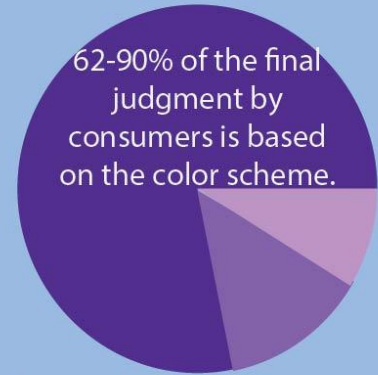
MONOCHROMATIC

COLOURS OF A SINGLE HUE





The Institute of Color Research states that users judge online products within **90** seconds of first viewing the product.



Orange: Friendship, Unification

Gives off a friendly vibe

Yellow: Happiness, Enthusiasm

Gives off positive feelings, bright vibe

Light green: Growth, sustainability

Gives off a brighter nature vibe

Brighter colors: more positive, bright emotions

Red: Power, Passion

Attracts attention, gives off a strong, striking vibe

Darker colors: more peaceful, somber/serious, calming

Dark green: Peaceful, Nature

Gives off a more quiet nature vibe

Purple: Serenity, Professional

Gives a royal, refined vibe

Blue: Calm, Safety

Gives off an informative, comfortable vibe

Explorations Illustration.psd @ 133% (Layer 6, RGB/8#) *

Artboard 1



History

- Eraser
- Eraser
- Eraser
- Master Opacity Change

Color Swatches

Properties Adjustments

Pixel Layer Properties

W: 18.97 in H: 11.68 in

X: 0 in Y: -1.01 in

Layers Channels Paths

Kind Opacity: 52%

Lock Fill: 100%

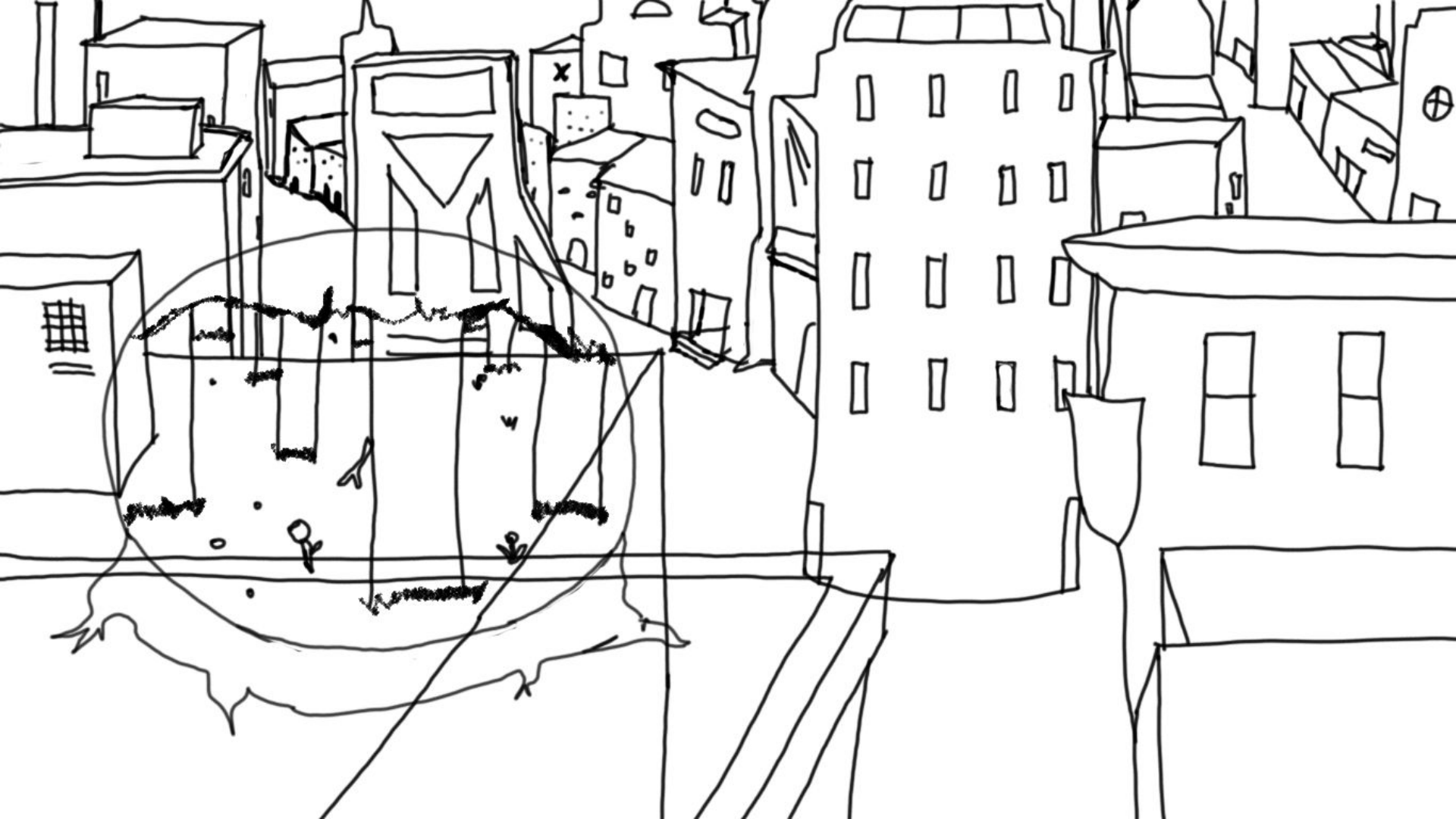
- Artboard 1
 - Layer 3
 - Layer 5
 - Layer 6
 - block_216_d22_img_01
 - Layer 4
 - Layer 2
 - Layer 1

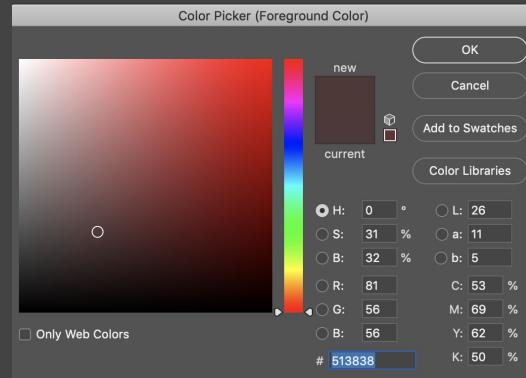
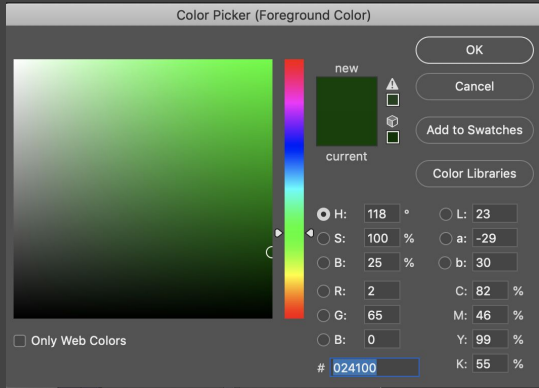
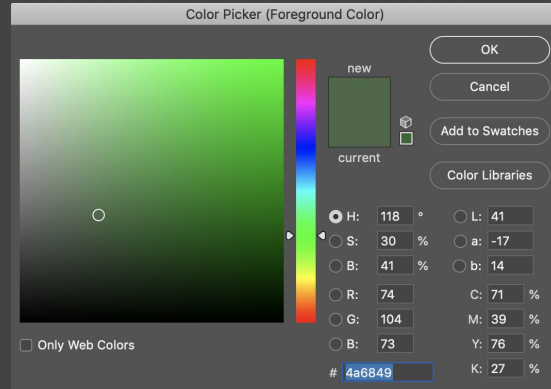
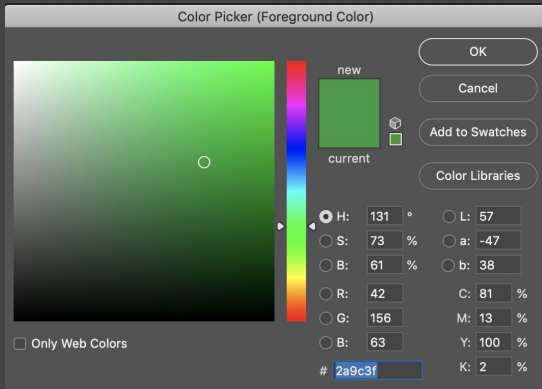
133.33% Doc: 3.00M/29.9M

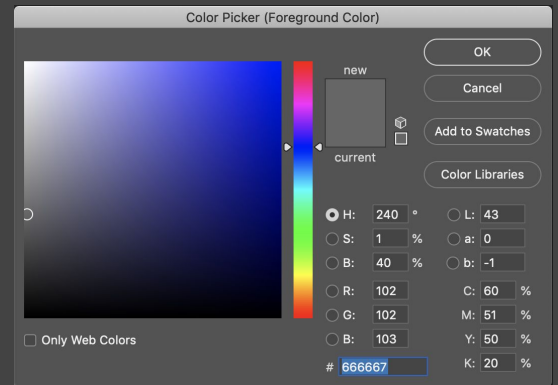
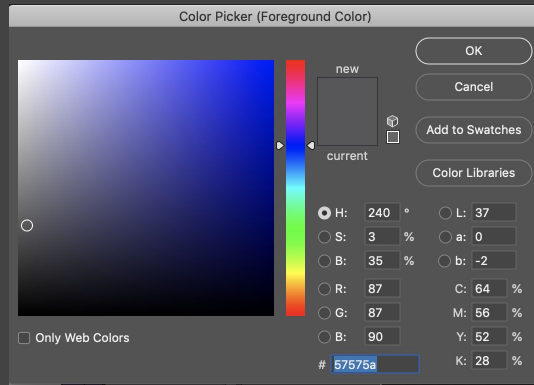
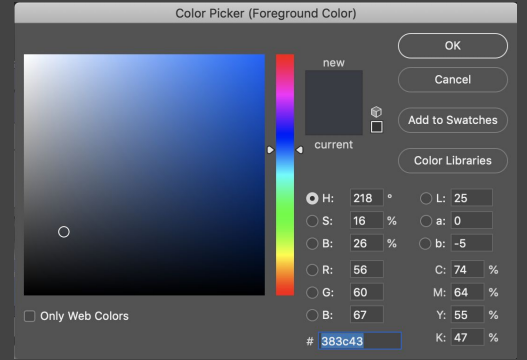
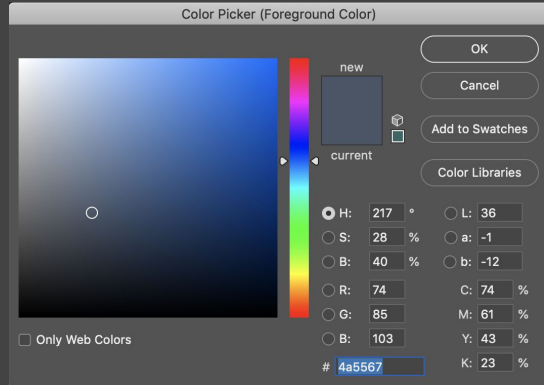
Timeline

Create Video Timeline











Artboard 1



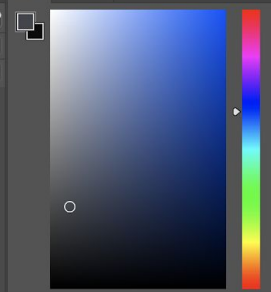
History Layers

Kind Normal Opacity: 100%

Lock: Fill: 100%

- Artboard 1
 - Shine
 - Globe effects
 - Globe shading
 - Globe detailing
 - Outlined Nature Gl...
 - Outlined Ledge color
 - Layer 6
 - Layer 5
 - Outline bg color
 - Outlined Nature Globe
 - Outlined Ledge
 - Outline bg
 - Rough Nature Globe
 - Rough Ledge
 - Rough bg
 - Layer 4
 - Layer 2
 - Layer 1

Color Swatches



Properties Adjustments

Document Properties

W: 18.972 in H: 10.667 in X: 0 Y: 0

Resolution: 72 pixels/inch

Channels Paths

