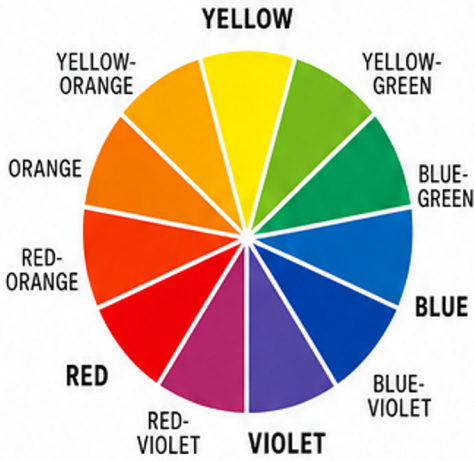


COLOUR THEORY REFERENCE POSTER

1. COLOUR WHEEL



A circle of hues showing how colours relate to each other.

2. COLOUR CATEGORIES

-  **PRIMARY**
Red, Yellow, Blue
The building blocks.
-  **SECONDARY**
Orange, Green, Violet
Made by mixing two primary colours.
-  **TERTIARY**
Yellow-Orange, Red-Orange, Red-Violet, Blue-Violet, Blue-Green, Yellow-Green
Made by mixing a primary and a secondary colour.
-  **NEUTRAL**
Black, White, Grey, Brown
Less colourful; used to balance and tone.

3. COLOUR HARMONIES

-  **COMPLEMENTARY**
Colours opposite each other on the wheel. High contrast.
-  **ANALOGOUS**
Colours next to each other on the wheel. Harmonious and pleasing.
-  **TRIADIC**
Three colours evenly spaced around the wheel. Balanced and vibrant.
-  **SPLIT COMPLEMENTARY**
One colour and the two colours beside its complement. Strong contrast with balance.

4. VALUE (LIGHTNESS)

Changes how light or dark a colour is.

TINT: Add white



SHADE: Add black



TOPE: Add grey



5. SATURATION (INTENSITY)

Changes how bright or dull a colour is.

HIGH SATURATION



LOW SATURATION



NO SATURATION (GREY)



6. NEUTRALS

Use neutrals to balance, emphasise, and create mood.

- BLACK**  Strong, bold, adds contrast.
- WHITE**  Clean, bright, creates space.
- GREY**  Balanced, subtle, versatile.
- BROWN**  Warm, natural, earthy.

7. COLOUR MIXING

ADDITIVE MIXING (LIGHT)

For screens and light.



$$\begin{aligned} R + G &= Y & G + B &= C \\ B + R &= M \\ R + G + B &= \text{WHITE} \end{aligned}$$

SUBTRACTIVE MIXING (PIGMENT)

For paints and inks.



$$\begin{aligned} Y + M &= R & M + C &= B & C + Y &= G \\ Y + M + C &= \text{BLACK} \end{aligned}$$

8. COLOUR & MOOD

-  **RED** Energy, passion, excitement
-  **ORANGE** Warmth, enthusiasm, creativity
-  **YELLOW** Happiness, optimism, clarity
-  **GREEN** Nature, growth, calm, balance
-  **BLUE** Calm, trust, peace, stability
-  **VIOLET** Imagination, mystery, luxury
-  **GREY** Neutral, balance, sophistication

COLOUR is a powerful tool. Learn the rules. Then use your creativity!