

Warm, cool, neutral colours

Colors have symbolism and meanings that go beyond ink. As you design brochures, logos, and Web sites, it is helpful to keep in mind how the eye and the mind perceive certain colors.

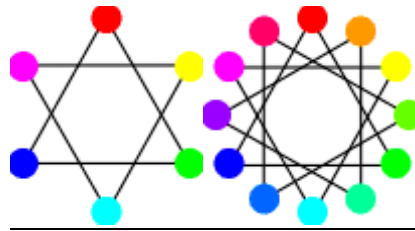
Sometimes colors create a physical reaction (red has been shown to raise blood pressure) and at other times it is a cultural reaction (in the N.A. white is for weddings, in some Eastern cultures, white is the color for mourning and funerals). Colors follow trends as well. Avocado, a shade of green, is synonymous with the 60s and 70s in the minds of some consumers.

Cool Colors (calming): colors that symbolize cold temperatures, ice, water, sadness and make your body temperature lower, i.e. Blue, Green (& White)

Warm Colors (exciting): Colors that symbolize heat, warmth, fire and make your body temperature rise, i.e. Red, Yellow, Orange (& Black)

Mixed Cool/Warm Colors: Colors that are made of both a warm and a cool color. The symbolism of a mixed color depends on whether there is more warm or more cool used to make the color, i.e. green, Purple

Neutral Colors (good for backgrounds): Colors with no strong differentials, i.e. Brown, Tan, Beige, Gray, Silver, Black, White



- **Analogous** or harmonizing colors appear next to each other on the color wheel. Analogous colors often work well together but if too close in value they can appear washed out or not have enough contrast
- **Complementary/Clashing** colors are directly opposite each other on the color wheel. They are colors that clash and are not always a bad combination if used carefully