



THE BASICS OF COLOR

PRIMARY COLORS are pure colors that cannot be produced by mixing other colors together. Green is sometimes added as a primary color, but by definition, only red, blue, and yellow are the true, pure primary colors.

SECONDARY COLORS are created by mixing equal parts of two primary colors. They are green, orange, and purple. Green is made of equal parts of yellow and blue, orange is made of equal parts of yellow and red. Purple is a result of mixing equal parts of red and blue.

TERTIARY OR INTERMEDIATE COLORS are the result of mixing equal parts of a primary color and its closest secondary color. They are blue-green, yellow-green, yellow-orange, red-orange, red-purple, and blue-purple. The names indicate the colors from which they are derived.

WARM AND COOL COLORS Colors are classified as being either cool or warm. Red, orange, and yellow are the warm colors. Commonly considered so because they are the colors that can be seen in the sun during different times of the day. A warm fire also glows with red, orange, and yellow. Incandescent and fluorescent lighting can also make a color appear to be warm or cool.

- Warm colors advance to the viewer.
- Warm colors seem to suggest activity and vitality.
- Warm colors make fashions or accessories advance or seem more prominent on the wearer.

The cool colors are blue, green, and violet/purple. These colors suggest coolness as in water, trees, lawn, and shade. Cool colors are found in streams, oceans, forests, and clear blue sky.

- Cool colors recede from the viewer. Fashions or accessories recede or decrease attention to the area where they are worn.
- Cool colors are associated with freshness, rest, and relaxation.
- Cool colors are easy to live with for a longer period of time than warm colors.
- They are used in hospitals or areas where the occupants are encouraged to be calm and relaxed.