

HOW COLOR CAN WORK FOR YOU

by Patricia Meyer





TABLE OF CONTENTS

INVENTION OF THE COLOR WHEEL.....	01
PICKING THE CORRECT COLOR COMBINATIONS.....	02
EMOTION AND INDUSTRY	03
EMOTION • INDUSTRY • USE	04 – 16
THE NITTY GRITTY OF COLOR	19
WHERE DO I FIND MY INSPIRATION.....	25



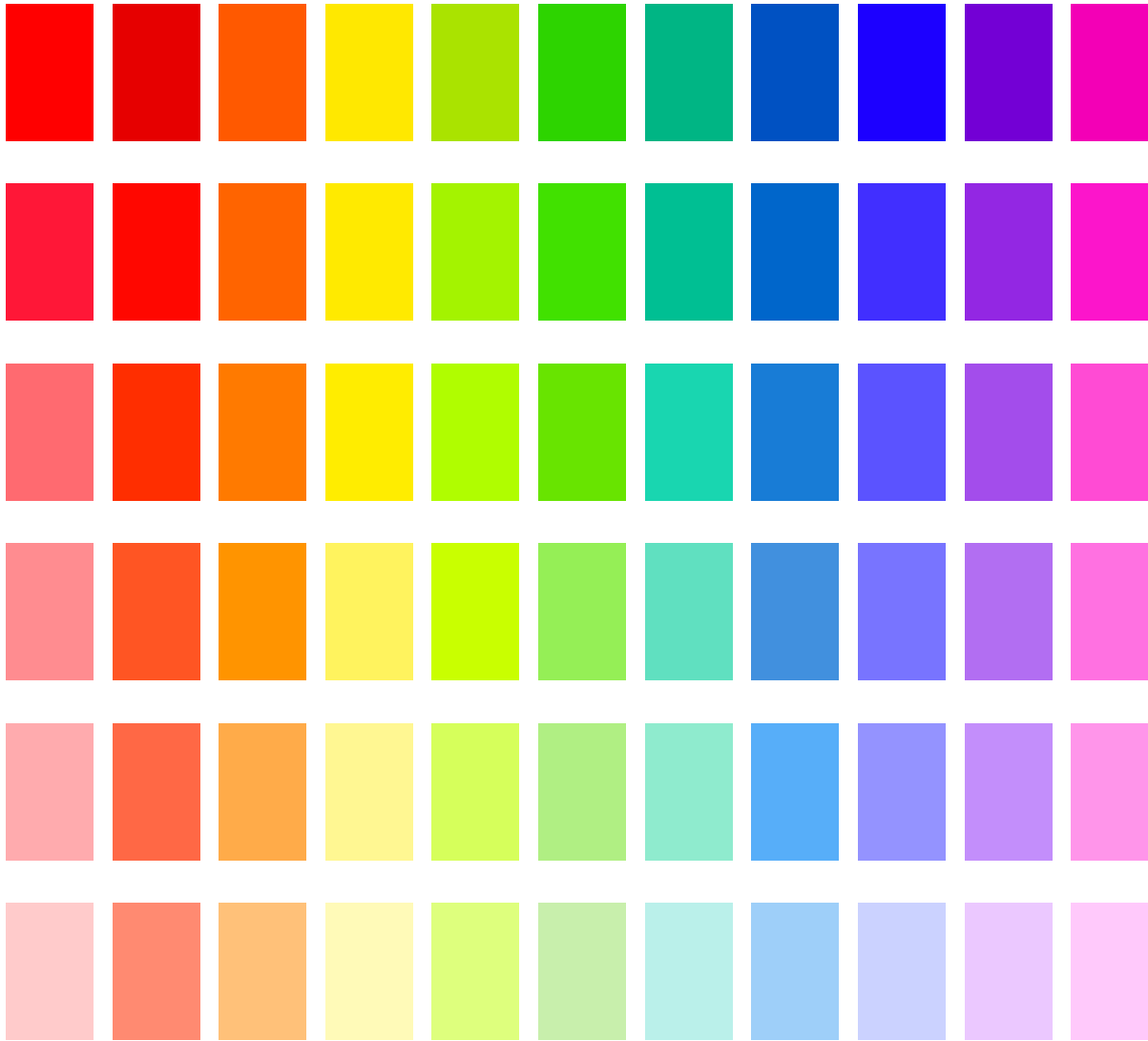
INVENTION OF THE COLOR WHEEL

No matter what color you chose, every color begins with the color wheel. It was created by our good friend Isaac Newton in 1666, and is still the main tool used today when selecting the correct colors for any project.



THE IMPORTANCE OF PICKING THE CORRECT COLOR COMBINATIONS

What colors will have you jump at a product versus colors that either make you stop, think about the product, or even walk away from a product? What happens when we combine different color combinations incorrectly? Studies have shown that 90% of snap judgments are made by color alone.



.03
...

EMOTION AND INDUSTRY

Before you can answer those questions, you need to understand what each color on the color wheel means through emotion, a particular industry and how that industry uses it.

EMOTION • INDUSTRY • USE

.....



RED

EMOTION

excitement

energy

passion

courage

attention

INDUSTRY

entertainment

food

sport

fire protection

products for children

USE

stimulate

create urgency

draw attention

caution

encourage

The Virgin logo is written in a red, cursive script. The word "Virgin" is written in a fluid, handwritten style, with the 'V' being particularly large and stylized.

ORANGE

EMOTION

optimistic
independent
adventurous
creativity
fun

INDUSTRY

art
entertainment
food
sports
transportation

USE

stimulate
communicate fun
draw attention
express freedom
fascinate



YELLOW

EMOTION

enthusiasm

opportunity

spontaneity

happiness

positivity

INDUSTRY

food

sports

transportation

travel

leisure

USE

stimulate

encourage relaxation

awake awareness

energize

affect mood



.07
...



LIME

EMOTION

growth
harmony
fertility
kindness
dependability

INDUSTRY

environment
leisure
alternative energy
entertainment
education

USE

restore energy
promote growth
nurture
rejuvenate



KELLY GREEN

EMOTION

safety

harmony

stability

reliability

balance

INDUSTRY

environment

banking

real estate

farming

non-profit

USE

relax

balance

revitalize

encourage

possess



SKY BLUE

EMOTION

freedom

self-expression

trustworthy

wisdom

joy

INDUSTRY

entertainment

communication

products for children

technology

aerospace

USE

draw attention

inspire trust

suggest precision

consciousness

stimulate productivity



ROYAL BLUE

EMOTION

trust
responsibility
honesty
loyalty
inner security

INDUSTRY

security
finance
technology
health care
accounting

USE

reduce stress
create calmness
relax
secure
create order



VIOLET

EMOTION

imagination

spirituality

compassion

sensitivity

mystery

INDUSTRY

food

humanitarian

psychic

religion

entertainment

USE

encourage creativity

inspire

wisdom and power

luxury

intuition

Cadbury  *Hallmark*



PINK

EMOTION

compassion

love

immature

playful

admiration

INDUSTRY

products for children

woman's products

beauty

fashion

clothing

USE

communicate energy

increase pulse

motivate action

fascination

encourage

Lilly Pulitzer®

Barbie®

T-Mobile®

BROWN

EMOTION

reliability

stability

honesty

comfort

natural

INDUSTRY

agriculture

construction

transportation

legal

food

USE

stabilize

common sense

supress emotions

create warmth

nature

The M&M's logo, featuring the letters 'm' and 'm' in a bold, stylized font, with an ampersand between them and an 's' at the end.The Hershey's logo, featuring the word 'HERSHEY'S' in a bold, serif font, with a registered trademark symbol (®) at the end.

GRAY

EMOTION

neutral

practical

conservative

formal

quiet

INDUSTRY

all industries

(mostly used in

combination

with other

colors)

USE

create composure

depressed energy

timelessness

elegance

practical



BLACK

EMOTION

netural

practical

conservate

formal

quiet

INDUSTRY

all industries

(mostly used in

combination

with other

colors)

USE

create composure

depressed energy

timelessness

elegance

practical



Men and women have significant differences in how they see color and in their individual color preference.

But both like ...

And both dislike ...

THE NITTY GRITTY OF COLOR

.....



Did you ever wonder why your first box of crayons had only eight colors? It all started in 1926 when the maker of crayons Binney & Smith acquired the Munsell Color Company's line of crayons. The Munsell company had based their product line on the color wheel and 1930 Binney & Smith, also adopted the use of the color wheel.

How does the color wheel work? It's broken down into three section, primary, secondary and tertiary.



PRIMARY COLORS

Where everything begins

- Red
- Yellow
- Blue

On the color wheel, you see red is at the top and yellow is on the right with blue being on the left.

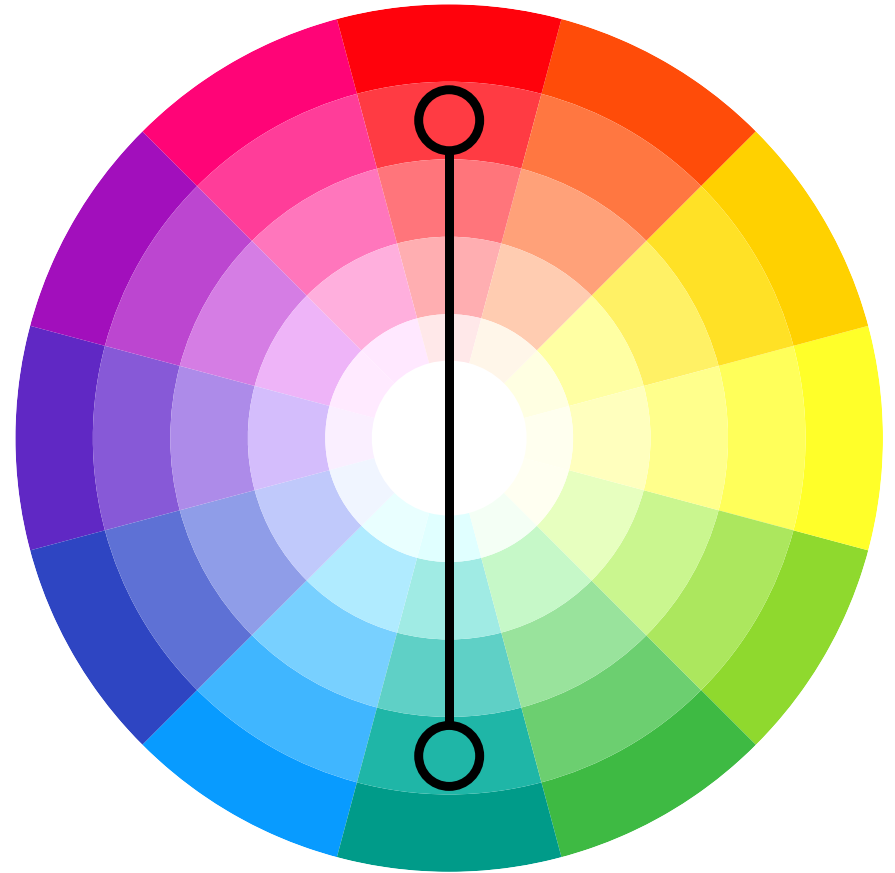


COMPLEMENTARY COLORS

Complementary colors are any two colors which are directly opposite each other:

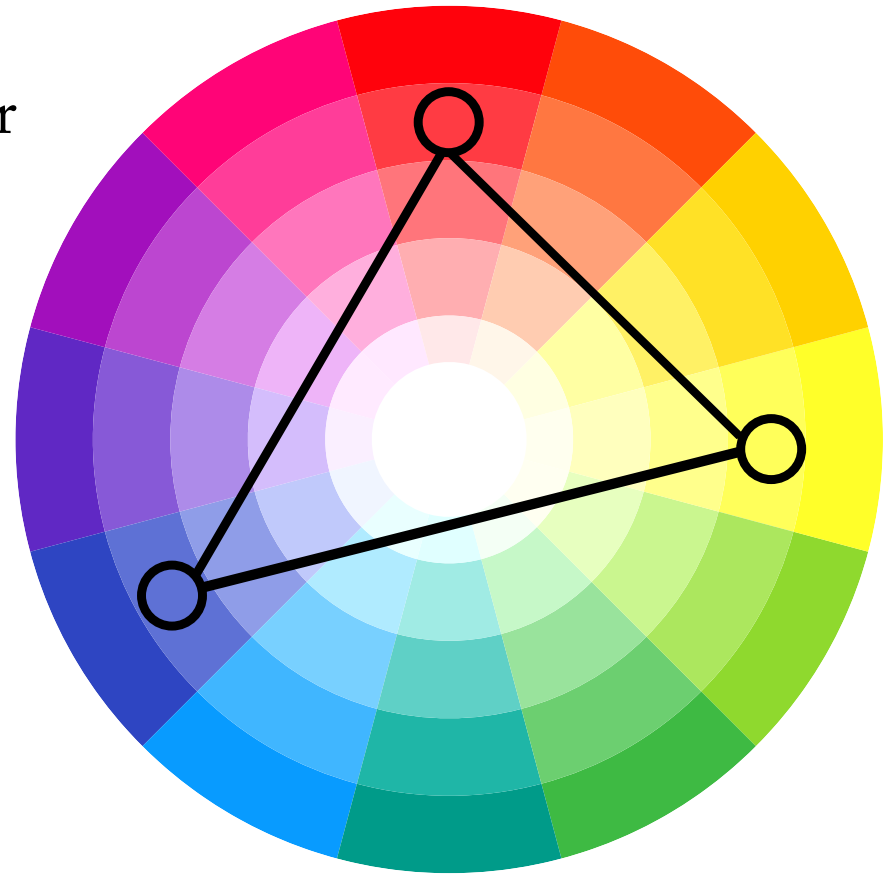
- Red and green
- Red-purple
- Yellow-green

These opposing colors create an unconscious peace of mind and well-being.



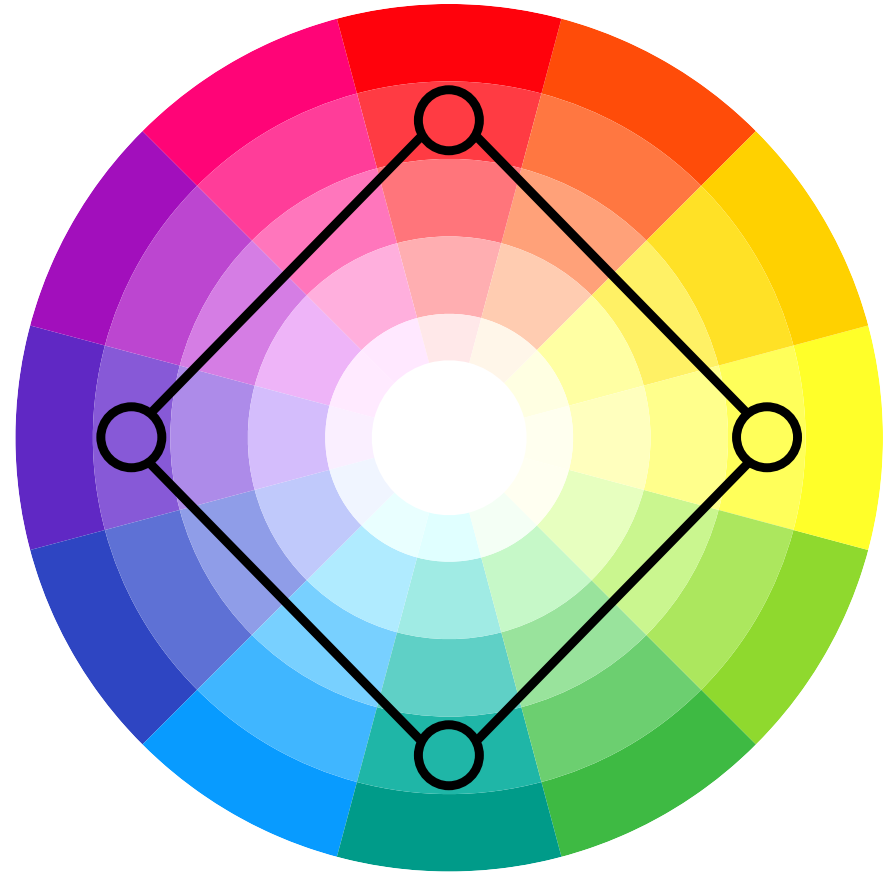
SPLIT-COMPLEMENTARY COLORS

Split-complementary colors work similar to complementary, but use more colors. If you choose the blue color you need to take two others which are adjacent to its opposite color meaning yellow and red. The contrast will be less sharp than in using complementary colors, but will allow for more use of colors.



DOUBLE-COMPLEMENTARY COLORS

Double-complementary colors are the most difficult to balance. You use four colors from the wheel which are complementary pairs. When you connect the point, they form a square. It is hard to harmonize but if done correctly, the results are stunning.



WHERE DO I FIND MY INSPIRATION

.....



There really was a Big Max, his dog house was painted Behr's Barn Red.



Big Max's Studio

One of the first questions I ask a new client is,

“What are your two favorite colors?”

This client’s answer, blue and orange.

Perfect for her event planning company.



All black Labradors = black type

To bring in color I used the color of their collars.

3 lovable labs
max  drake  hank

For an Irish fiddle player?

A shade of green, she did not want the typical
Kelly Green, and golden brown from her fiddle.



A stationary company that sells high end
invitations for events and weddings.
For elegance, I used black and gray.



This logo design won the 2016 American Graphic Design Award

What logo and packaging hasn't worked?

What two colors do people not like?

We can't give free samples away.

DRiZAUSA



A color wheel can be your best friend until you are comfortable choosing the right colors and color combinations. They are cheap, and you can find one on Amazon or at Dick Blick's.

Most important; play around with different colors and have fun!

Enjoy picking colors!



It is my hope this guide has helped calm the anxiety in choosing the right color or color combinations. If you still feel a bit nervous, shoot me an email at [patti@](mailto:patti@bigmaxstudio.com)

[bigmaxstudio.com](mailto:patti@bigmaxstudio.com) and I'll be happy answer any of your questions.

