

Using Colour



Complementary

Colours that are opposite each other on the colour wheel are considered to be complementary colours (example: red and green).

The high contrast of complementary colors creates a vibrant look especially when used at full saturation. This colour scheme must be managed well so it is not jarring.

Complementary colours are tricky to use in large doses, but work well when you want something to stand out.

Complementary colours are really bad for text.



Analogous

Analogous colour schemes use colours that are next to each other on the color wheel. They usually match well and create serene and comfortable designs.

Analogous colour schemes are often found in nature and are harmonious and pleasing to the eye.

Make sure you have enough contrast when choosing an analogous colour scheme.

Choose one colour to dominate, a second to support. The third colour is used (along with black, white or gray) as an accent.



Triad

A triadic colour scheme uses colours that are evenly spaced around the colour wheel.

Triadic colour harmonies tend to be quite vibrant, even if you use pale or unsaturated versions of your hues.

To use a triadic harmony successfully, the colours should be carefully balanced - let one colour dominate and use the two others for accent.



Colours and Emotions

RED: warmth, love, anger, danger, boldness, excitement, speed, strength, energy, determination, desire, passion, courage, socialism

PINK: feminine, love, caring, nurture

ORANGE: cheerfulness, low cost, affordability, enthusiasm, stimulation, creativity, aggression, food, halloween, liberal (politics)

YELLOW: attention-grabbing, comfort, liveliness, cowardice, hunger, optimism, overwhelm, Summer, comfort, liveliness, intellect, happiness, energy, conflict

GREEN: durability, reliability, environmental, luxurious, optimism, well-being, nature, calm, relaxation, Spring, safety, honesty, optimism, harmony, freshness

BLUE: peace, professionalism, loyalty, reliability, honor, trust, melancholia, boredom, coldness, Winter, depth, stability, professionalism, conservatism

PURPLE: power, royalty, nobility, elegance, sophistication, artificial, luxury, mystery, royalty, elegance, magic

GRAY: conservatism, traditionalism, intelligence, serious, dull, uninteresting

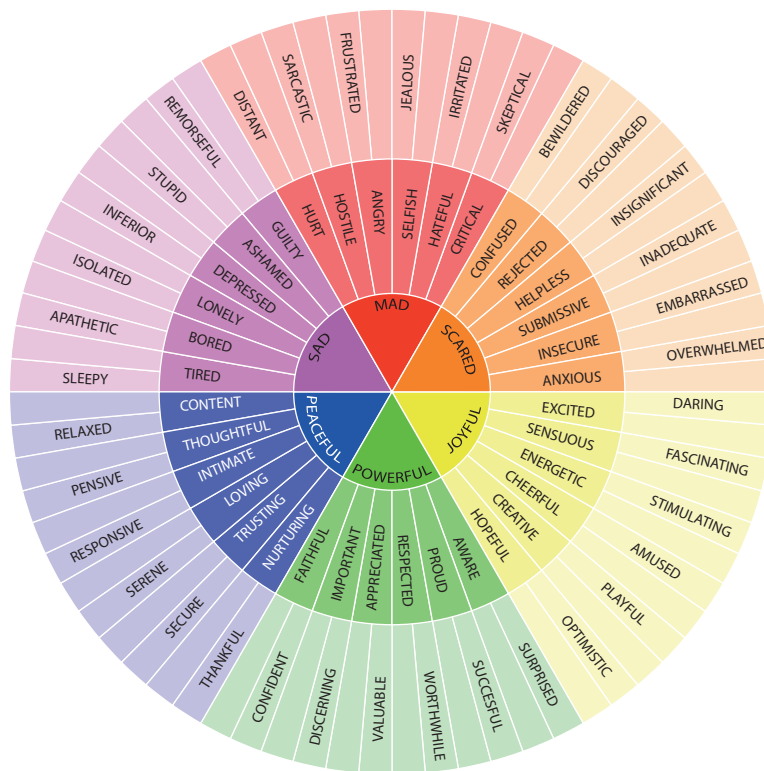
BROWN: relaxing, confident, casual, reassuring, nature, earthy, solid, reliable, genuine, Autumn, endurance

BLACK: Elegance, sophistication, formality, power, strength, illegality, depression, morbidity, night, death

WHITE: Cleanliness, purity, newness, virginity, peace, innocence, simplicity, sterility, snow, ice, cold

Using Words

Use this Synonym wheel to help convey emotions in your letters



Blooms Taxonomy is a widely used method of communicating about learning, but it provides a great tool to help any writer too:

