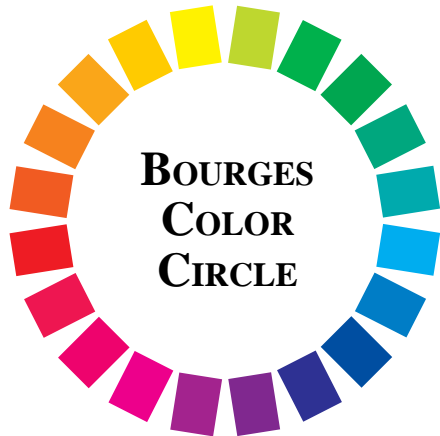


Graphics Image Builder

Great advice on how to improve your corporate identity, marketing materials, and product design.

This Month's Topic: An Easy Way to Select Harmonious Colors



You will find harmonious colors in many areas of life: clothing, architecture, interior design, jewelry, gardening, as well as advertising, marketing and corporate identity. It is easy to select harmonious colors if you follow a proven color theory system. The steps below will show you how to create well-planned color schemes based on the "Bourges color circle" system. There are other types of color circles designed by other color theorists, notably Johannes Itten, Sir Isaac Newton, Albert Munsell, Friedrich Ostwald and M. E. Chevreul. Albert Bourges based his color theory on a circle of 20 hues. See diagram to the left.



Complementary Colors

Complementary colors are exact opposites that enhance one another. When you blend the two together, you get neutral black. When used together, they both appear brighter and more exciting. To find complementary colors, just draw a line through the circle from a hue on one side to the hue on the exact opposite side of the circle. M. E. Chevreul discovered that complementary colors create an unusual optical illusion. Stare at a color for several seconds, then shut your eyes. Open them, and look at a white sheet of paper. Immediately an image of the color's complement will appear!



Split Complements

If you would like a palette of three colors, first find the true complement of your chosen color; then move one, two or three more spaces away on either side. A split complementary color scheme is usually more pleasing than a true complementary scheme. See the diagram to the left.



Four Color Harmony

To create a color scheme consisting of four colors, first select a color and its complement, then draw a perpendicular line in the same manner across the circle so that your lines resemble a cross. See diagram. This will create a balanced palette of two sets of complements and two related pairs of colors. Select one of these four hues as your main theme color, then use a small amount of the other three hues to enhance it. You may include darker or lighter shades of these four colors for more variety.

We will cover more aspects of color theory in future issues of *Graphics Image Builder*.

Issue: June 2002



Brought to you monthly
by Karen Saunders
of MacGraphics Services

Karen Saunders specializes in designing ads, logos, one-sheets, book covers, and marketing materials that win awards. A professional graphic artist for two decades, Karen answers your artistic and technical questions through this monthly ezine. Visit www.macgraphics.net to see samples of her work, or call Karen directly at 303-680-2330 to discuss your project.

Become Graphics Savvy with *Graphics Image Builder*

If you received this e-zine from a friend, take a moment to become a subscriber. Go to www.macgraphics.net. Fill out the pop-up form and press SEND REQUEST. You'll have your own FREE e-zine in your email box next month.

We respect your privacy and will NOT give out or sell your email address under any circumstances. You can unsubscribe at any time.



3454 S. Cimarron Way
Aurora, CO 80014
Phone: 303-680-2330
Fax: 303-680-2331
Web site: www.macgraphics.net
Email: Karen@macgraphics.net

If you enjoyed this FREE e-zine, please forward it to your friends.
Have a question to be answered in a future issue? Send it via email to Karen@macgraphics.net.

© 2002, Karen Saunders, MacGraphics Services