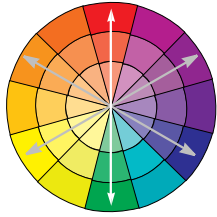
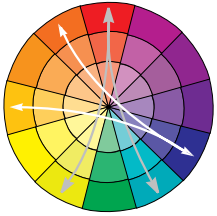


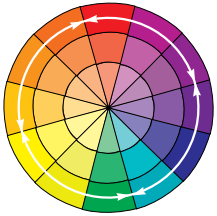
Use a color wheel to develop harmonious color schemes



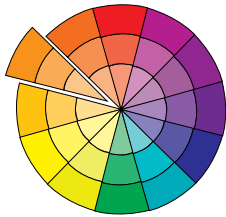
Complementary colors lie opposite each other on the color wheel: yellow and purple, orange and blue. These color schemes tend to be lively and vibrant. Avoid using full-strength colors over areas of equal size. Let one color dominate and reserve its complement color for accents.



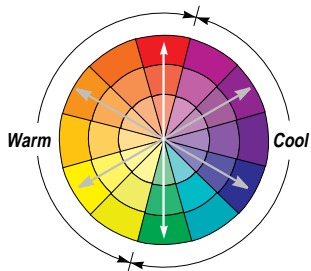
Split complementary colors use one color and the two colors that lie next to its complement on the color wheel: blue with red-orange and yellow-orange; red with yellow-green and blue-green. Combinations of full-strength colors can be overwhelming, so reduce their strength by selecting colors closer to the center of the illustrated color wheel.



Analogous colors lie next to each other on the color wheel: green, yellow-green, and yellow; orange, red-orange, and red. These are easy color schemes to work with. Your audience may assume that similar colors indicate a similar meaning, so take advantage of that fact and use color to identify related elements.



Monochromatic colors are variations of a single color, for example dark-orange, orange and light-orange. These colors create subtle color schemes. Cue your audience to changes in quantity or value by using variations of a single color.



Warm colors are reds, oranges and yellows; they advance or move toward you, are bright and stimulating, and often signify action or the need for a response.

Cool colors are greens, blues, and purples; they recede or draw away, are considered to be calmer, and are often used for status or background information.