



# **COLOURS**

## **(PART-2)**

**B. Sc. Home Science 2<sup>nd</sup> Semester**

**Subject: Introduction to Resource Management II**

**Teacher: Mrs. Shalu Gupta**

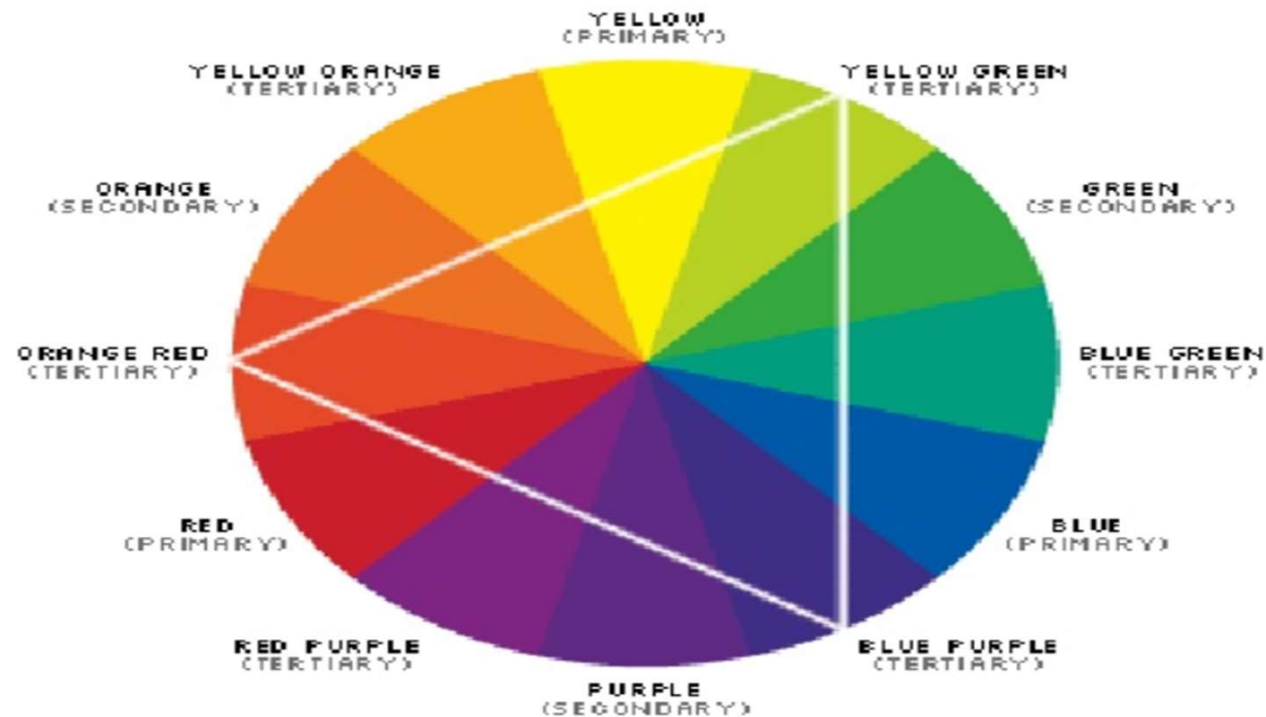
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- Colour wheel
- Colour schemes
- Emotional effects of colours



# COLOUR WHEEL

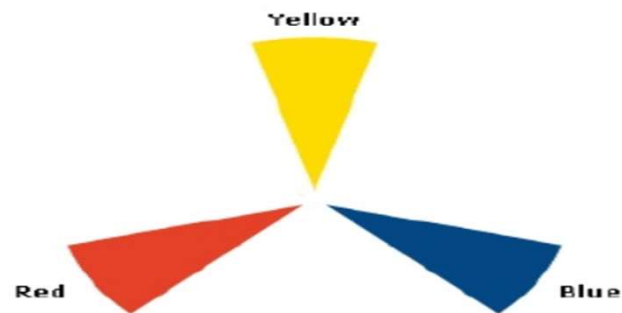
## The Standard Color Wheel



# PRIMARY COLOURS IN COLOUR WHEEL

## Primary Colors

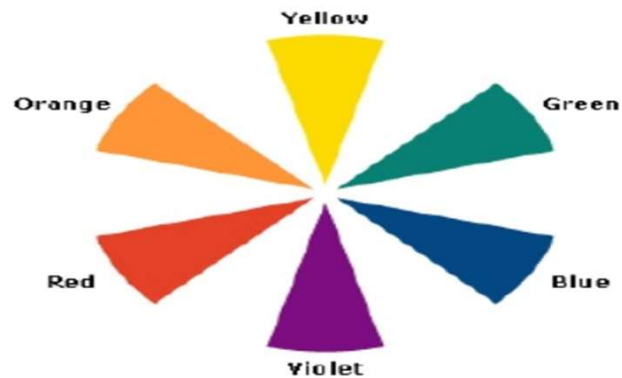
- **Red**
- **Yellow**
- **Blue**



# SECONDARY COLOURS IN COLOUR WHEEL

## Secondary Colors

- **Orange**
- **Green**
- **Violet**

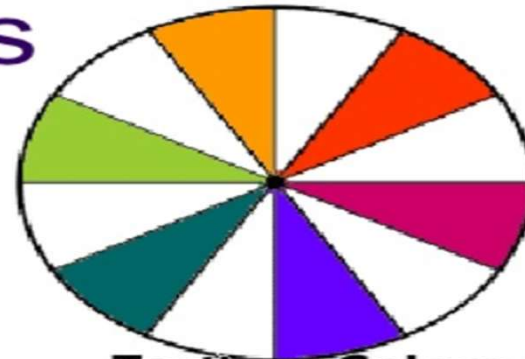




# TERTIARY COLOURS IN COLOUR WHEEL

## Tertiary Colors

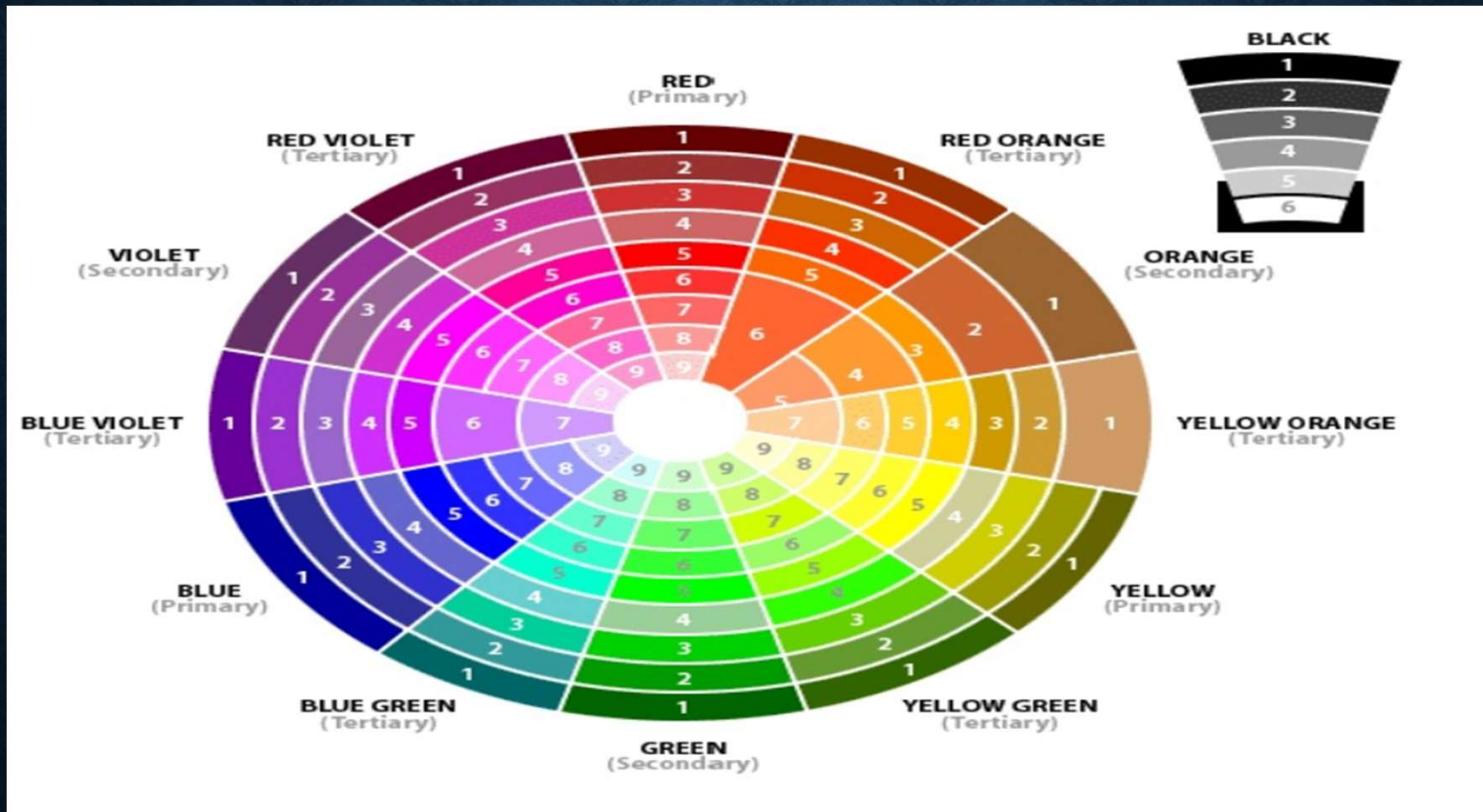
- **Yellow-orange**
- **Yellow green**
- **Blue-green**
- **Blue-violet**
- **Red-violet**
- **Red-orange**



Tertiary Colors



# TINTS AND TONES



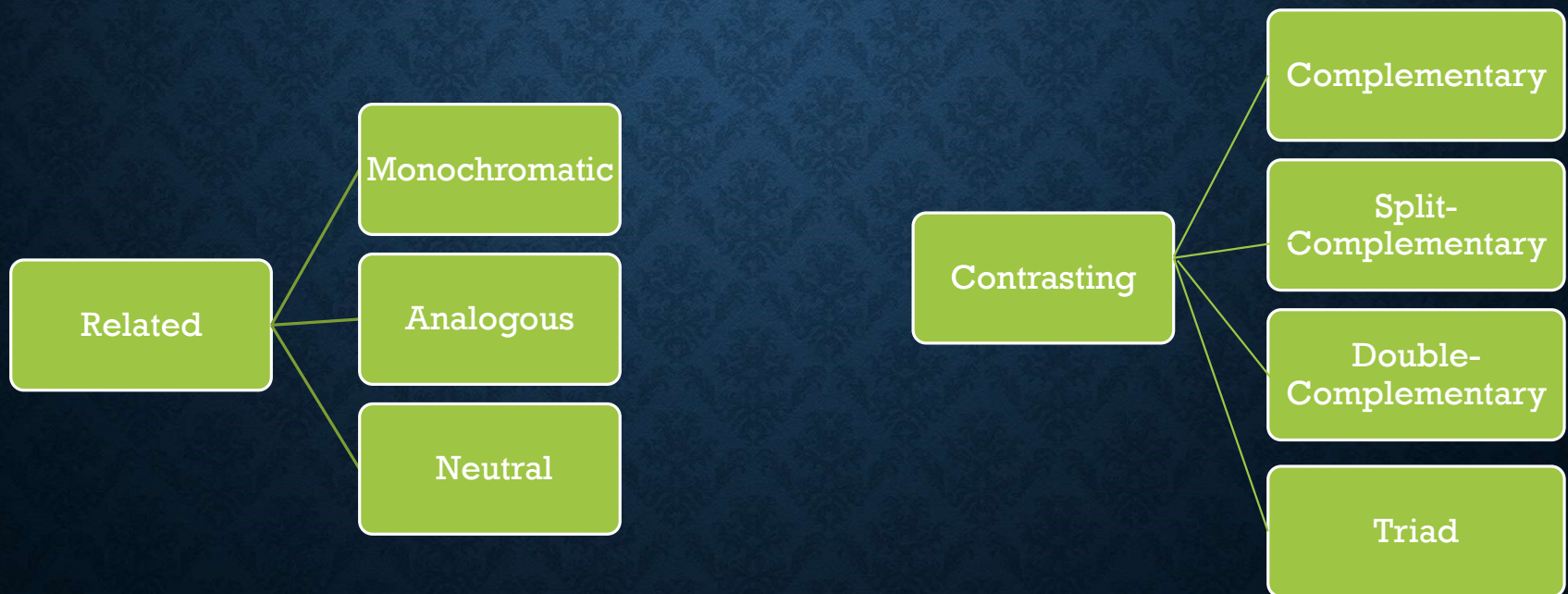
The colors on the color wheel can also be described by its **tints**, **tones** & **shades** depending on if you blend them with white, gray or black.



# COLOUR SCHEMES

Colour harmonies can be created in two ways -

1. Mechanical – It is further divided into *Related* and *Contrasting*
2. Non mechanical - it is further divided into *Ready made* and *Nature based*





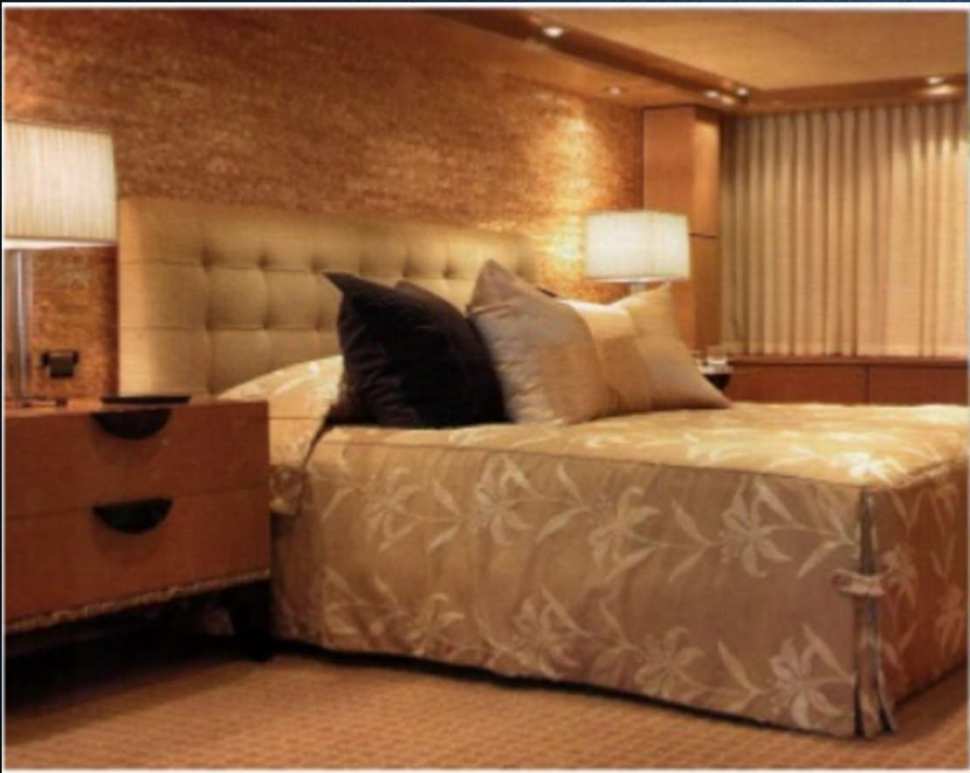
# MONOCHROMATIC COLOUR SCHEME

A COLOR COMBINATION COMPOSED OF ONE HUE WITH ANY NUMBER OF ITS CORRESPONDING TINTS AND SHADES



- Developed from a single hue
- A range of intensities
- Different tones and tints are used
- Enhanced by textures such as wood, metal, stone, glass, and fabrics
- Patterns are often incorporated

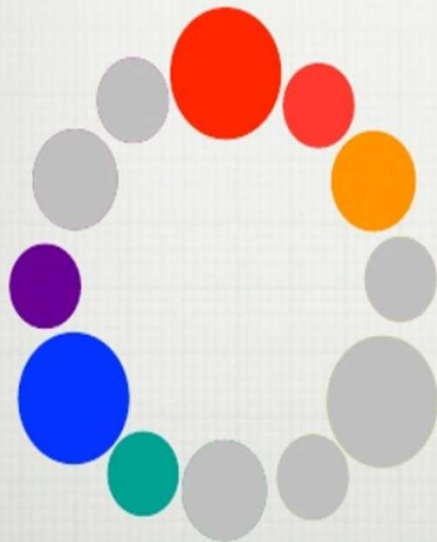
# MONOCHROMATIC





# ANALOGOUS COLOUR SCHEME

ANALOGOUS COLORS - COLORS NEXT TO EACH OTHER ON THE COLOR WHEEL



RED, RED-ORANGE, ORANGE



AQUA, BLUE, BLUEISH-PURPLE

- Any segment of colors that are side by side on the standard color wheel
- Use a great variety of values and intensities

## ANALOGOUS COLOUR SCHEME IN ROOM





# NEUTRAL COLOUR SCHEME

- Color scheme created using black, white, or variations of grey
- No identifiable hue



# COMPLEMENTARY COLOUR SCHEME

Complementary color combinations

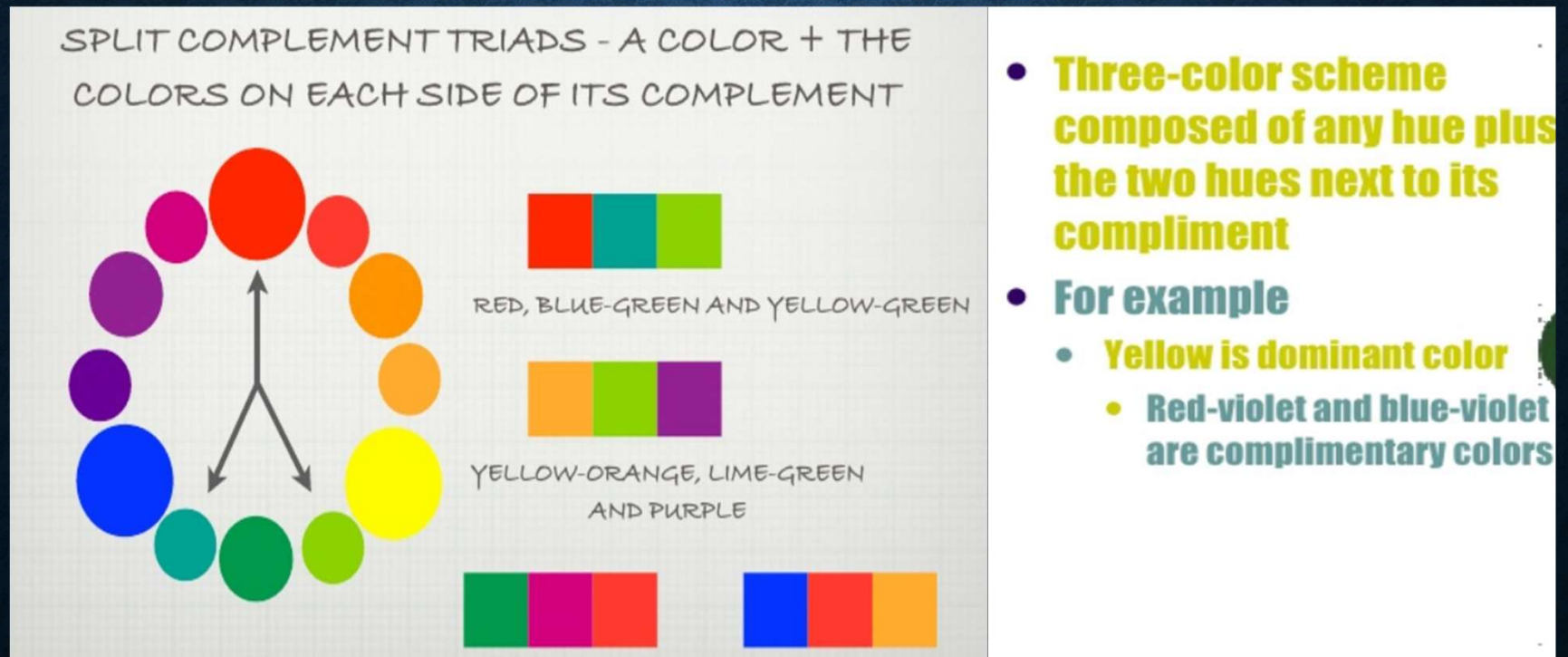
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- **Simplest of the contrasting color schemes**
- **Any two colors that lie directly opposite each other on the color wheel**
- **Used in equal amounts colors clash**

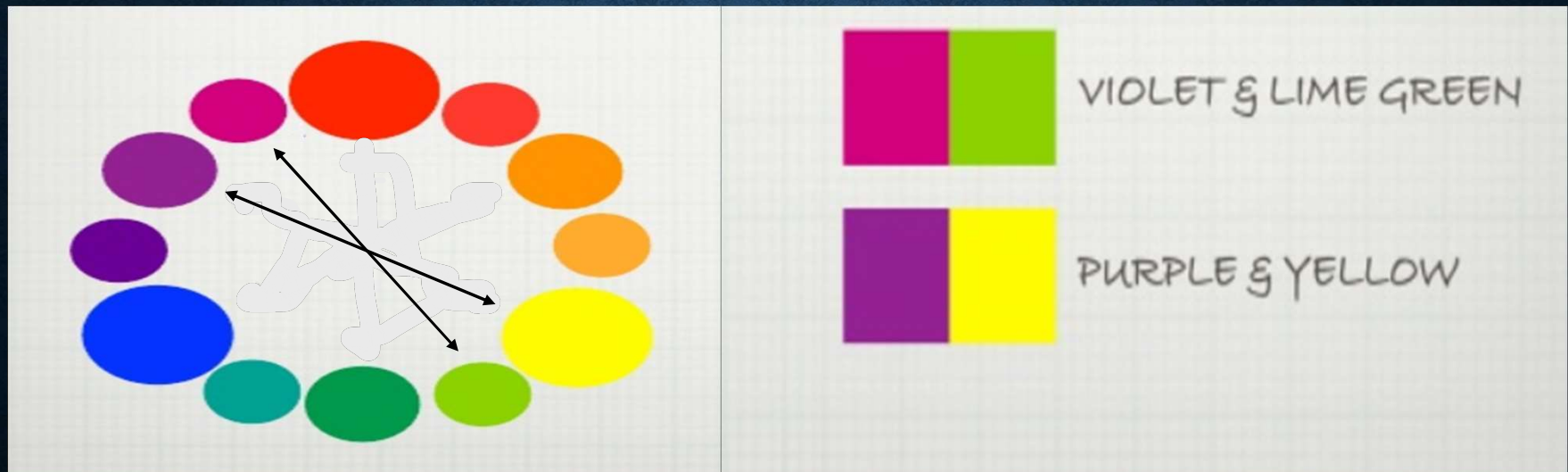


# SPLIT COMPLEMENTARY COLOUR SCHEME



# DOUBLE COMPLEMENTARY COLOUR SCHEME

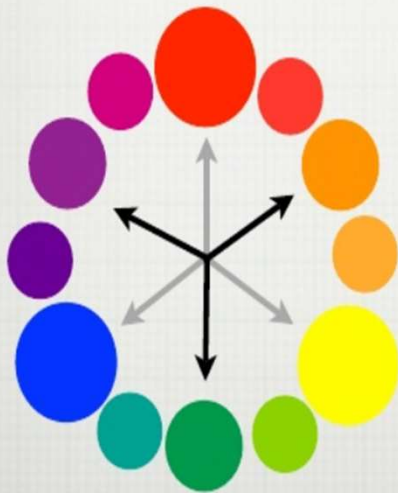
Two adjacent colours and their complements used together





# TRIAD COLOUR SCHEME

TRIADS - THREE COLORS EQUAL DISTANCE  
FROM EACH OTHER



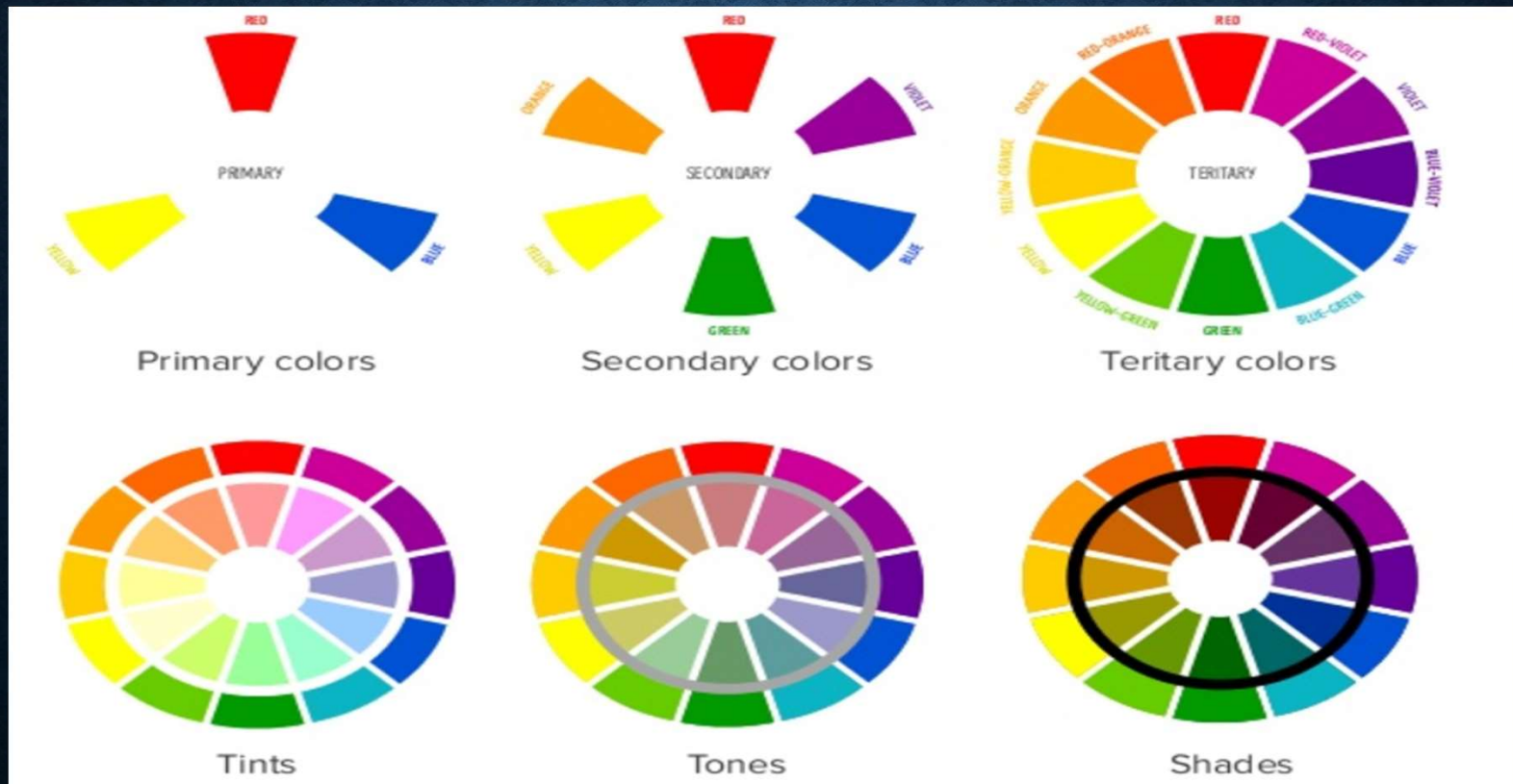
RED, YELLOW, BLUE - PRIMARY TRIAD



ORANGE, GREEN, PURPLE -  
SECONDARY TRIAD

- **Another three-color contrasting scheme**
- **Any three colors that are equidistant on the color wheel**
- **May be neutralized, raised, or lowered in value to produce a tranquil scheme**

# LET'S REVISE





# LET'S REVISE



Warm colors



Split complementary colors



Analogous colors



Cool colors



Triad colors



Monochromatic colors



Complementary colors



Tetradic colors



Hues, tints, tones & shades

# EMOTIONAL EFFECTS OF COLOURS

- **Red**
  - **Courage, passion, love, danger, fire, strength**
- **Yellow**
  - **Cowardice, delicate, optimism, warmth, sunlight**
- **Orange**
  - **Cheerfulness, stimulation, sunset**
    - **When muted may appear cool or refreshing**
- **Blue**
  - **Honesty, truth, loyalty, sky, masculine**
- **Green**
  - **Envy, safety, peace, passivity, nature, serenity**
- **Violet**
  - **Royalty, snobbery, power, drama, worship**
- **White**
  - **Purity, cleanliness, sterility, freshness**
- **Black**
  - **Mourning, sorrow, sophistication, mystery, night**
- **Brown**
  - **Earth, wood, warmth, comfort, support**
- **Grey**
  - **Gloom, storm, fog, wisdom, intelligence, high-tech**



# RED

Love  
Romance  
Gentle  
Warmth  
Comfort  
Energy  
Excitement  
Intensity  
life

RED

- ✓ It grabs attention, that's why most marketers who know color psychology use red in their headlines.
- ✓ Red is an extreme color that evokes passion, love and bravery.
- ✓ Red stimulates appetite, so **they want people to get hungry and then eat & leave quickly.**

# PURPLE

Purple symbolizes luxury, wealth, and elegance. It also represents wisdom and mystery. If you have a product that exudes any of these qualities, purple might be a good color choice for you.

- ✓ Purple has been seen as a powerful color for luxury brands and products.
- ✓ Purple has symbolized nobility and wealth



# BLUE

Studies in color psychology indicate that blue is one of the most well-liked colors, especially among men. It symbolizes peace, calmness, relaxation and security.

- ✓ Blue is seen as reliable, conservative, dependable & trustworthy.
- ✓ Financial institutions, Social Networks, insurance companies frequently use this hue in their logos and promotional materials.

## Blue & Food Matters!

- ✓ Blue food is a rare occurrence in nature.
- ✓ There are no leafy blue vegetables ,
- ✓ no blue meats,
- ✓ blue just doesn't exist in any significant quantity as a natural food color.
- ✓ Of all the colors in the spectrum, blue is an appetite suppressant.
- ✓ Weight loss plans suggest putting your food on a blue plate.
- ✓ Dye your food blue!



# PINK

**Pink provides feelings of**

- ✓ caring,
- ✓ tenderness,
- ✓ self-worth
- ✓ love, and
- ✓ acceptance.



- ✓ Pink is primarily recognized as a feminine color.
- ✓ Denotes feelings of innocence and delicateness.
- ✓ Every variation of pink can be either stimulating or calming.



# BLACK

## BLACK

- ✓ Authority
- ✓ Power
- ✓ Strength
- ✓ Evil
- ✓ Intelligence



- ✓ Black is the color of authority and power.
- ✓ It is popular in fashion because it makes people appear thinner.
- ✓ It is also stylish and timeless.

# GREY

- ✓ Grey conveys a sense of *refinement and sophistication*.
- ✓ We often see this used in the advertisement of luxury items.
- ✓ It is a color proven to decrease appetite
- ✓ It is not generally used in restaurant settings or on consumer food packaging.





# YELLOW

Yellow gives warmth and joy, like the sunshine. While it is an upbeat color, yellow can cause anger and irritation; people tend to have a short fuse and babies tend to cry more often in yellow rooms.



# GREEN



Green symbolizes nature, wealth and good fortune. It is soothing to the eyes and actually makes reading easier. It is a relaxing and health-enhancing color.

- ✓ Green is seen as a restful and soothing color
- ✓ Green promotes cleanliness, freshness, renewal and environmental friendliness.
- ✓ Many brands have been using this color to portray themselves as eco-friendly and organic.



## Color Matters!

At a company, people working in a **blue room** complained the office was too cold.



When the walls were painted a **warm peach**, sweaters came off, even though the temperature had not changed.

Salesmen placed in a **red meeting room** and a **green meeting room**, with no way to tell the time, will perceive the length of meetings differently.



When asked, salesmen in the **red room** will estimate the meeting was *much longer*, while salesmen in the **green room** will estimate the time to be *shorter*.

## Color Matters!

A famous bridge in England, Blackfriars Bridge, had an unsettling reputation for suicides.



The original **black iron** work of the bridge was **re-painted green** and suicides declined by one-third.



## Color Matters!

Workers at a certain factory complained that the **black boxes** they had to lift were too heavy.



So the boxes were **re-painted mint green**. The load didn't change, but the workers were happier.





Colors have power. If you use your knowledge of color psychology well, you can enjoy massive success in your business, career and personal life.