THE MEANING OF COLOR

Color in design is very subjective. What evokes one reaction in one person may evoke a very different reaction in someone else. Sometimes this is due to personal preference, and other times due to cultural background.
WARM COLORS

Warm colors include **red**, **orange**, and **yellow**, and variations of those three colors. These are the colors of fire, of fall leaves, and of sunsets and sunrises, and are generally energizing, passionate, and positive.

Red and yellow are both primary colors, with orange falling in the middle, which means warm colors are all truly warm and aren’t created by combining a warm color with a cool color. Use warm colors in your designs to reflect passion, happiness, enthusiasm, awareness, and energy.
COOL COLORS

Cool colors include green, blue, and purple, are often more subdued than warm colors. They are the colors of night, of water, of nature, and are usually calming, relaxing, and somewhat reserved.

Blue is the only primary color within the cool spectrum, which means the other colors are created by combining blue with a warm color (yellow for green and red for purple). Greens take on some of the attributes of yellow, and purple takes on some of the attributes of red. Use cool colors in your designs to give a sense of calm or professionalism.
NEUTRALS

Neutral colors often serve as the backdrop in design. They’re commonly combined with brighter accent colors. But they can also be used on their own in designs, and can create very sophisticated layouts. The meanings and impressions of neutral colors are much more affected by the colors that surround them than are warm and cool colors.
Hue is the most basic of color terms and basically denotes an object’s color. When we say blue, green, or red, we’re talking about hue.
SATURATION

Saturation refers to the intensity, or the brightness or dullness of a color. Think of saturation in terms of weak vs. strong or pale vs. pure hues.

In design, colors with similar saturation levels make for more cohesive-looking designs.
VALUE

Value could also be called “lightness.” It refers to how light or dark a color is. Lighter colors have higher values. For example, orange has a higher value than navy blue or dark purple. Black has the lowest value of any hue, and white the highest.

When applying color values to your designs, favor colors with different values, especially ones with high chroma. High contrast values generally result in more aesthetically pleasing designs.
TONE

Tones are created when gray is added to a hue. Tones are generally duller or softer-looking than pure hues.

SHADE

A shade is created when black is added to a hue, making it darker. The word is often incorrectly used to describe tint or tone, but shade only applies to hues made darker by the addition of black.

TINT

A tint is formed when white is added to a hue, lightening it. Very light tints are sometimes called pastels, but any pure hue with white added to it is a tint.
MONOCHROMATIC

Monochromatic color schemes are made up of different tones, shades and tints within a specific hue. These are the simplest color schemes to create, as they’re all taken from the same hue, making it harder to create a jarring or ugly scheme (though both are still possible).
ANALOGOUS

Analogous color schemes are the next easiest to create. Analogous schemes are created by using three colors that are next to each other on the 12-spoke color wheel. By using tones, shades and tints we can add interest to these schemes and adapt them to our needs for designing websites.
COMPLIMENTARY

Complementary schemes are created by combining colors from opposite sides of the color wheel. In their most basic form, these schemes consist of only two colors, but can easily be expanded using tones, tints, and shades.

A word of warning, though: using colors that are exact opposites with the same chroma and/or value right next to each other can be very jarring visually (they’ll appear to actually vibrate along their border in the most severe uses).
TRIADIC

Triadic schemes are made up of hues equally spaced around the 12-spoke color wheel. This is one of the more diverse color schemes.