

Color Theory

A central white circle contains the text "Color Theory" in a dark blue serif font. Surrounding this central circle is a gear-like graphic composed of 12 interlocking segments, each a different color. The colors of the segments, starting from the top and moving clockwise, are: purple, blue, teal, green, yellow-green, yellow, orange-yellow, orange, red-orange, red, pink, and magenta. Outside the gear, there are 12 solid-colored circles, each matching the color of a segment in the gear. These circles are arranged in a ring around the gear, with some overlapping the gear's teeth.



Why Is Color Important?













Why Do So Many Struggle?

Comfortable using the same color combo

Don't take the time to learn color theory

Afraid to let go and let God - trust yourself

Don't pay attention - color is literally everywhere

Don't practice

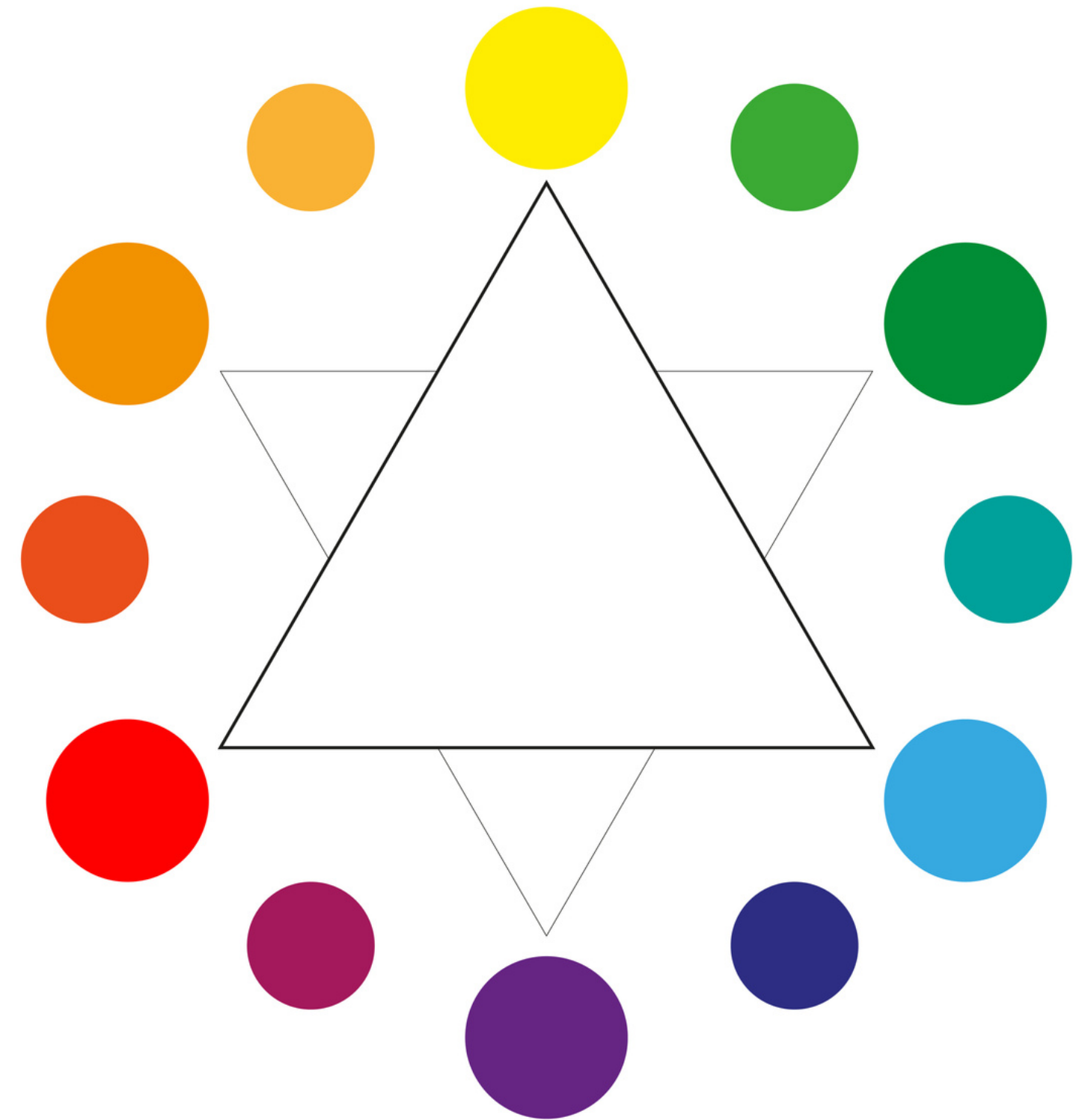
Understanding the Color Wheel

Primary Colors

Red, Yellow, Blue

Secondary Colors

Green, Purple, Orange



Tertiary Colors

a color produced by an equal mixture of primary color with secondary color adjacent to it on the color wheel.

green yellow

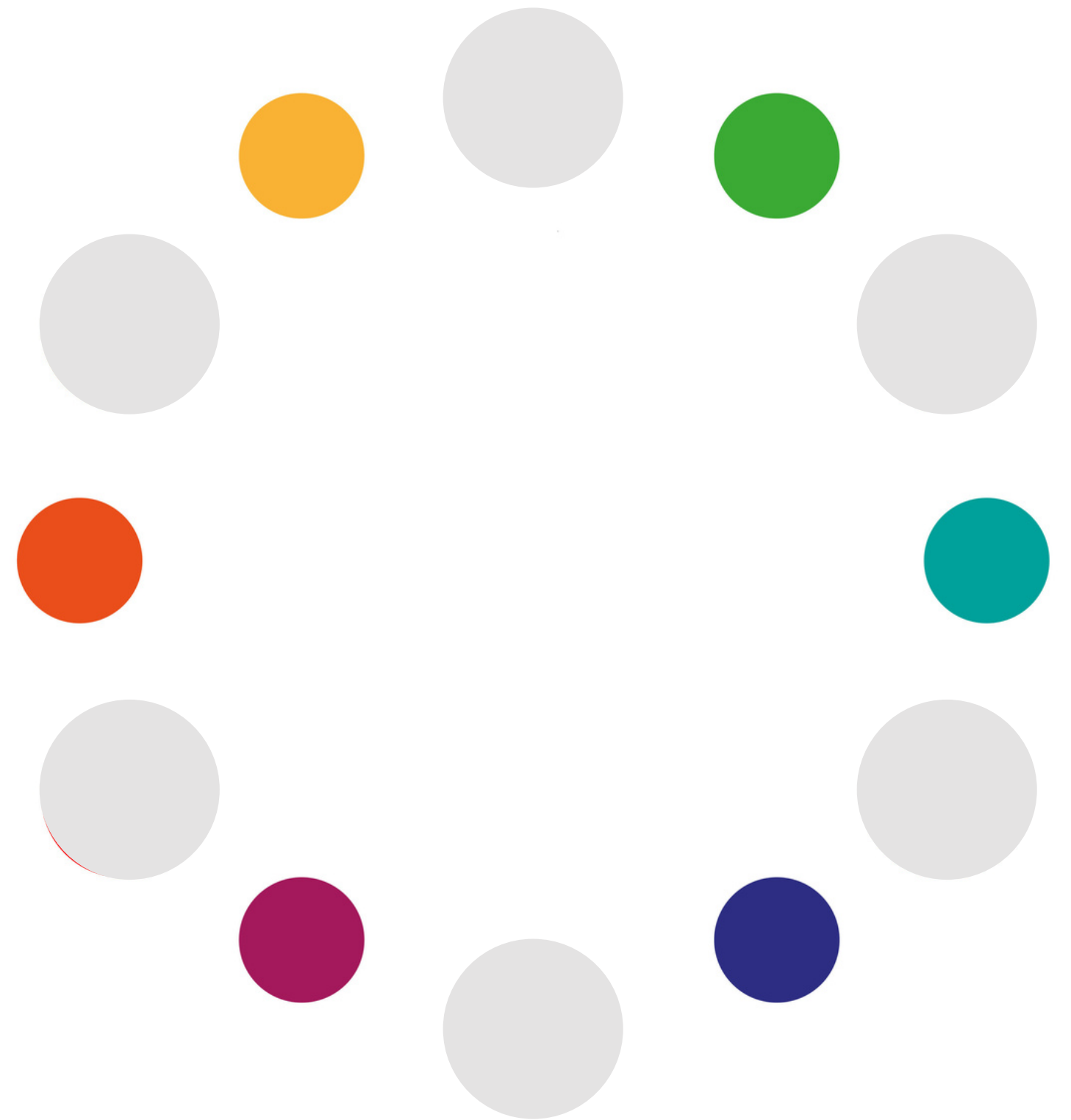
red purple

yellow orange

purple blue

orange red

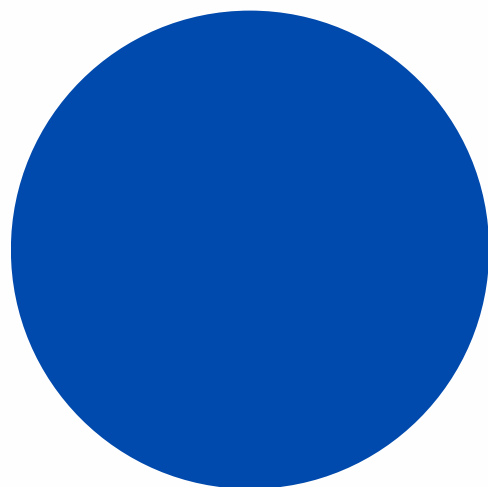
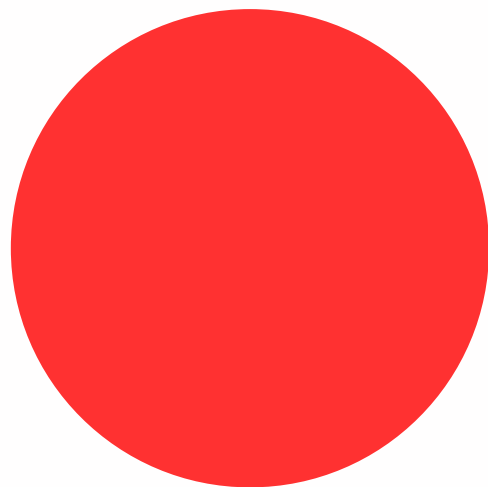
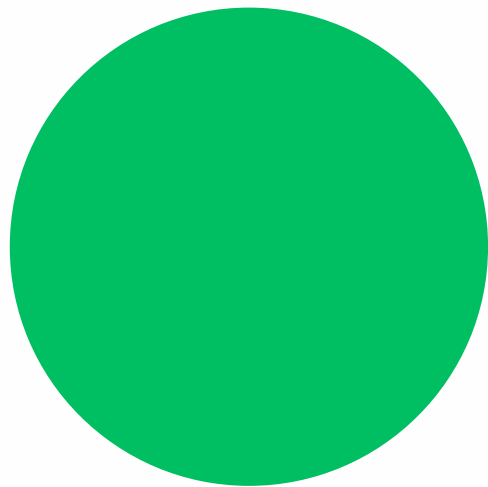
blue green





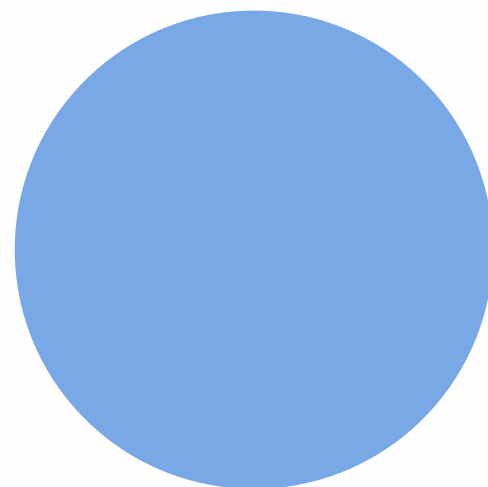
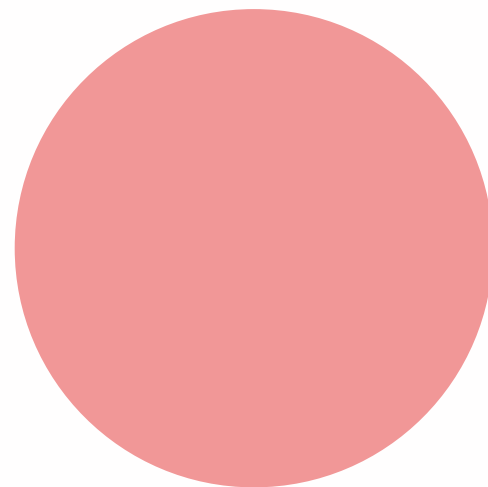
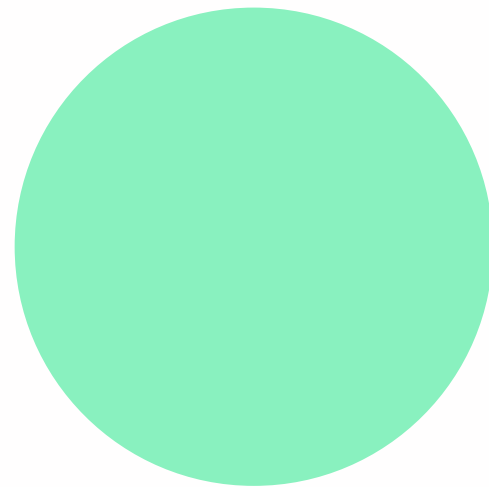
HUE

pure color



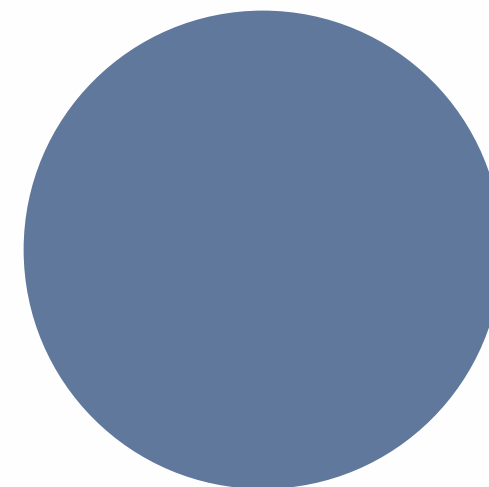
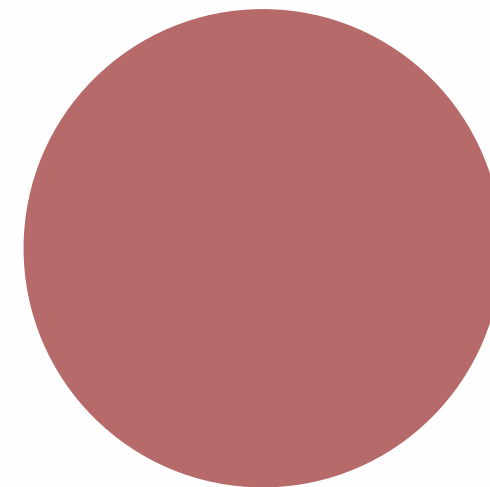
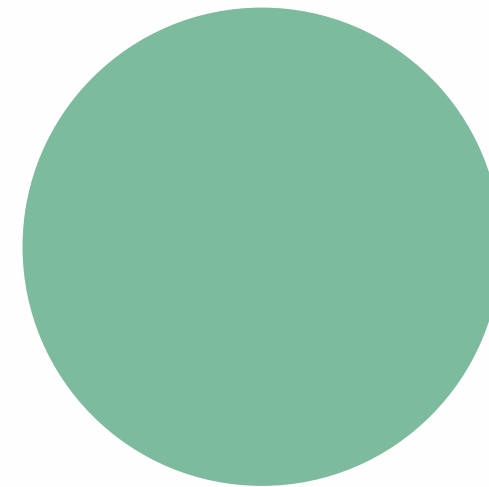
TINT

hue + white



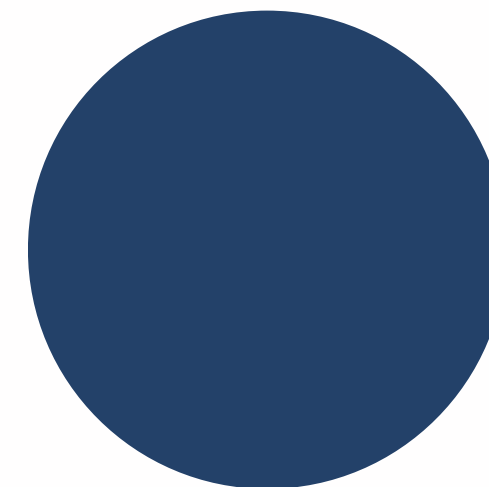
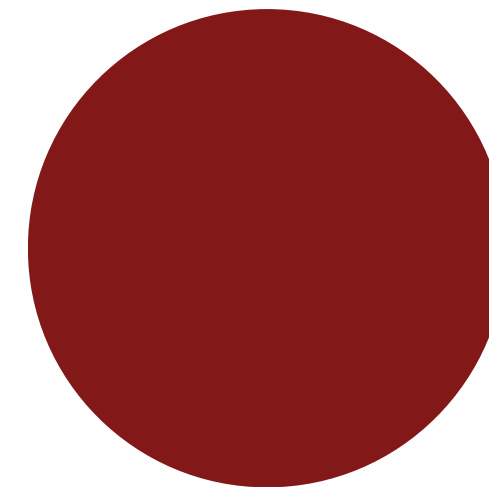
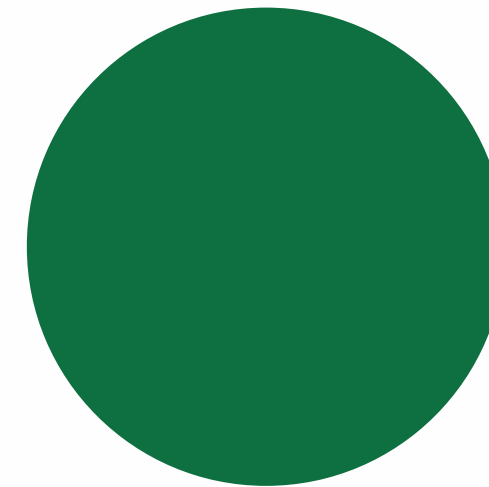
tone

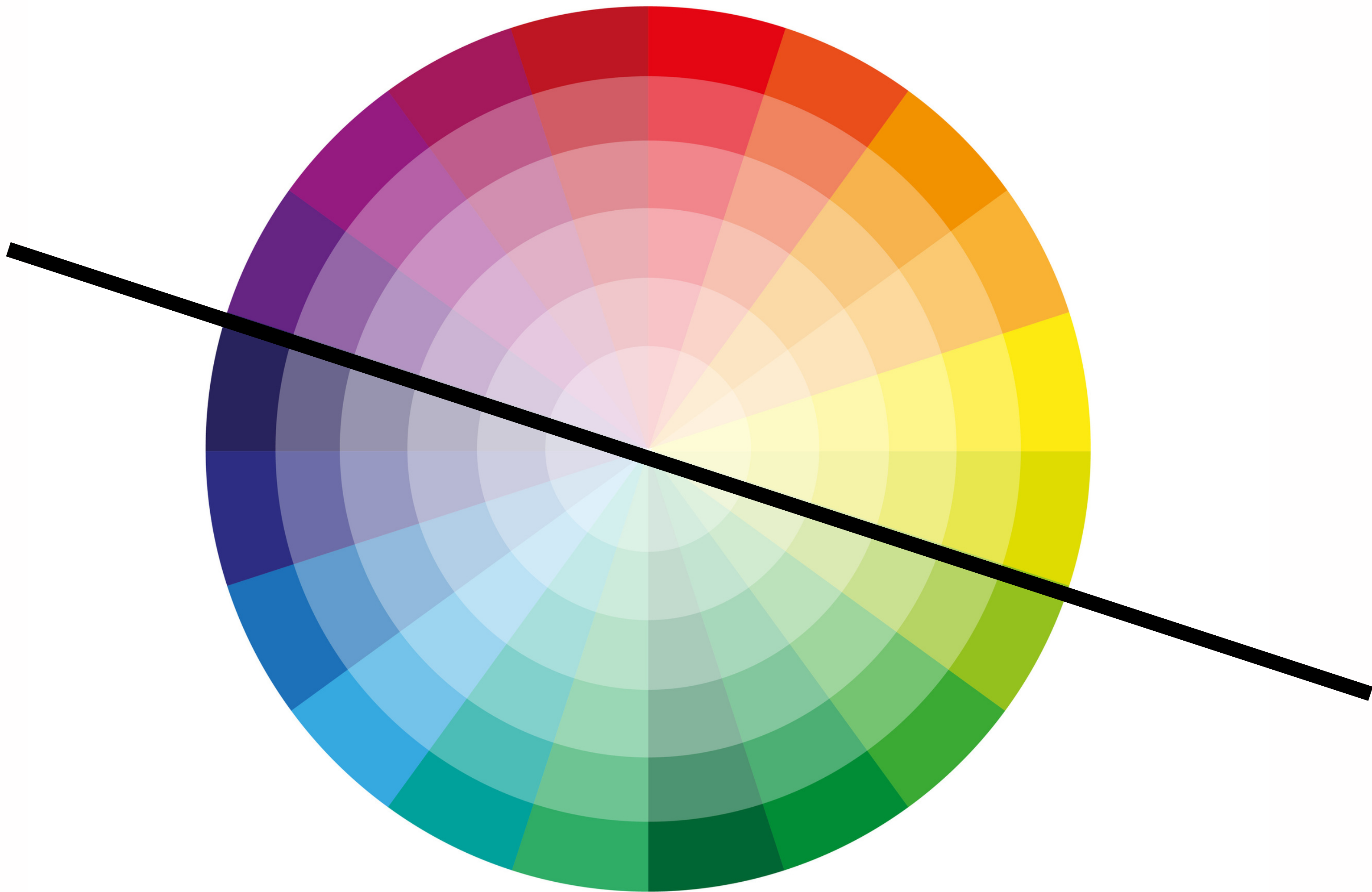
hue + gray



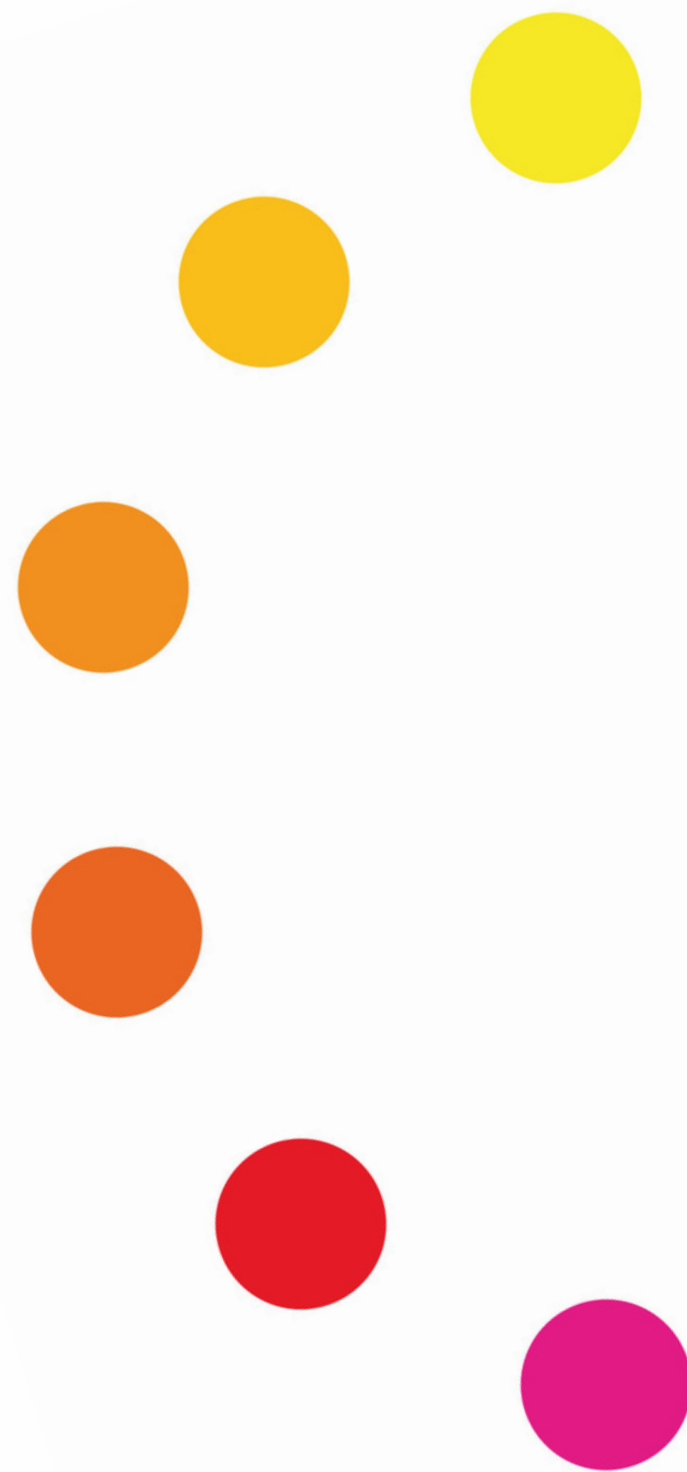
SHADE

hue + black





Warm Colors





Cool Colors

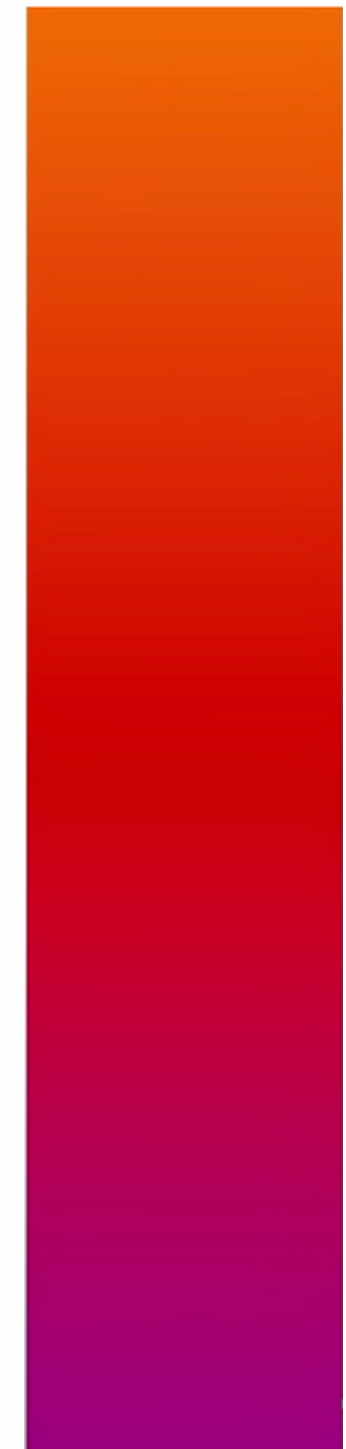


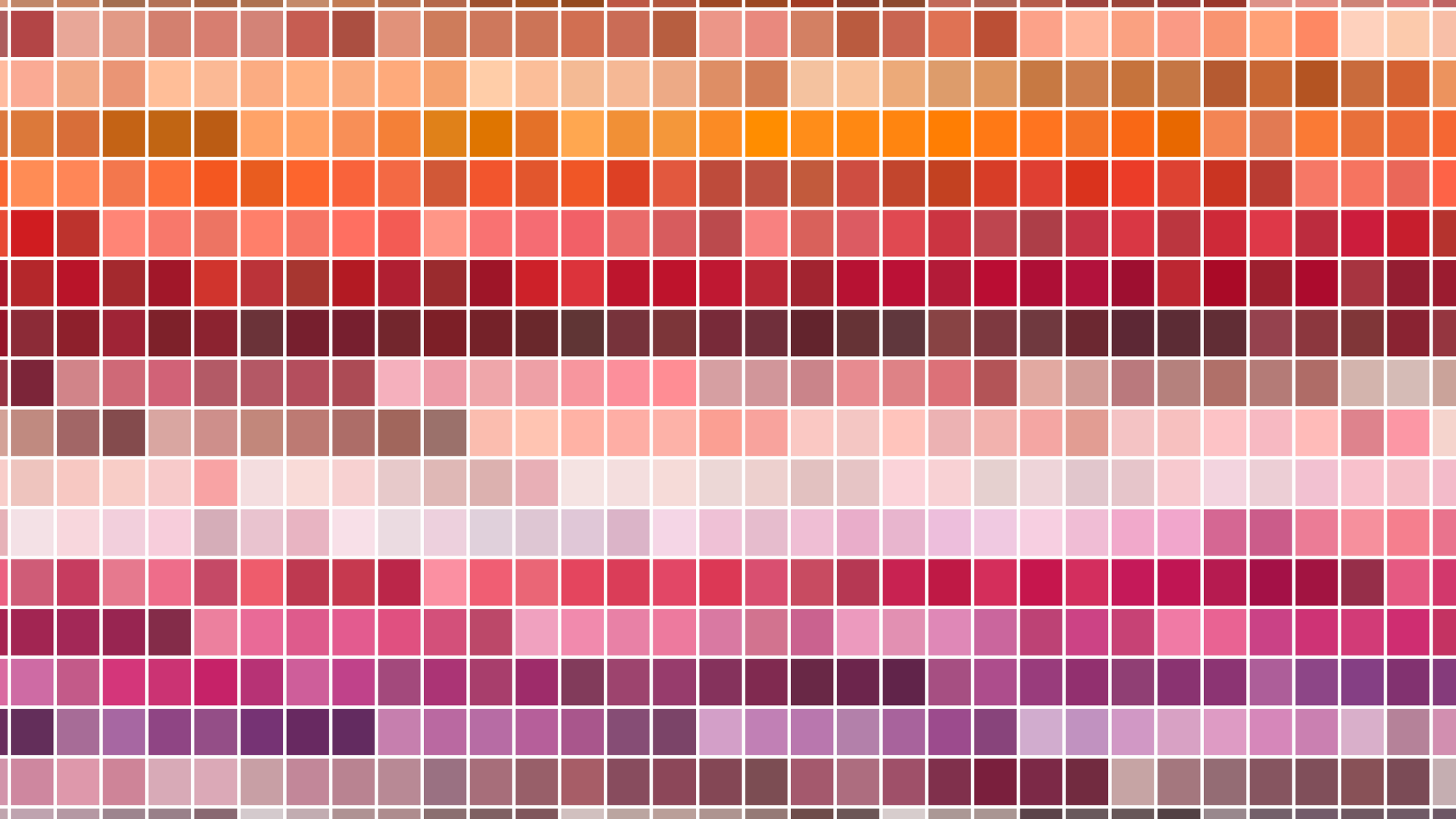


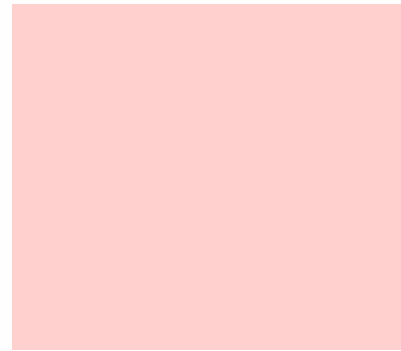
**More
Yellow**



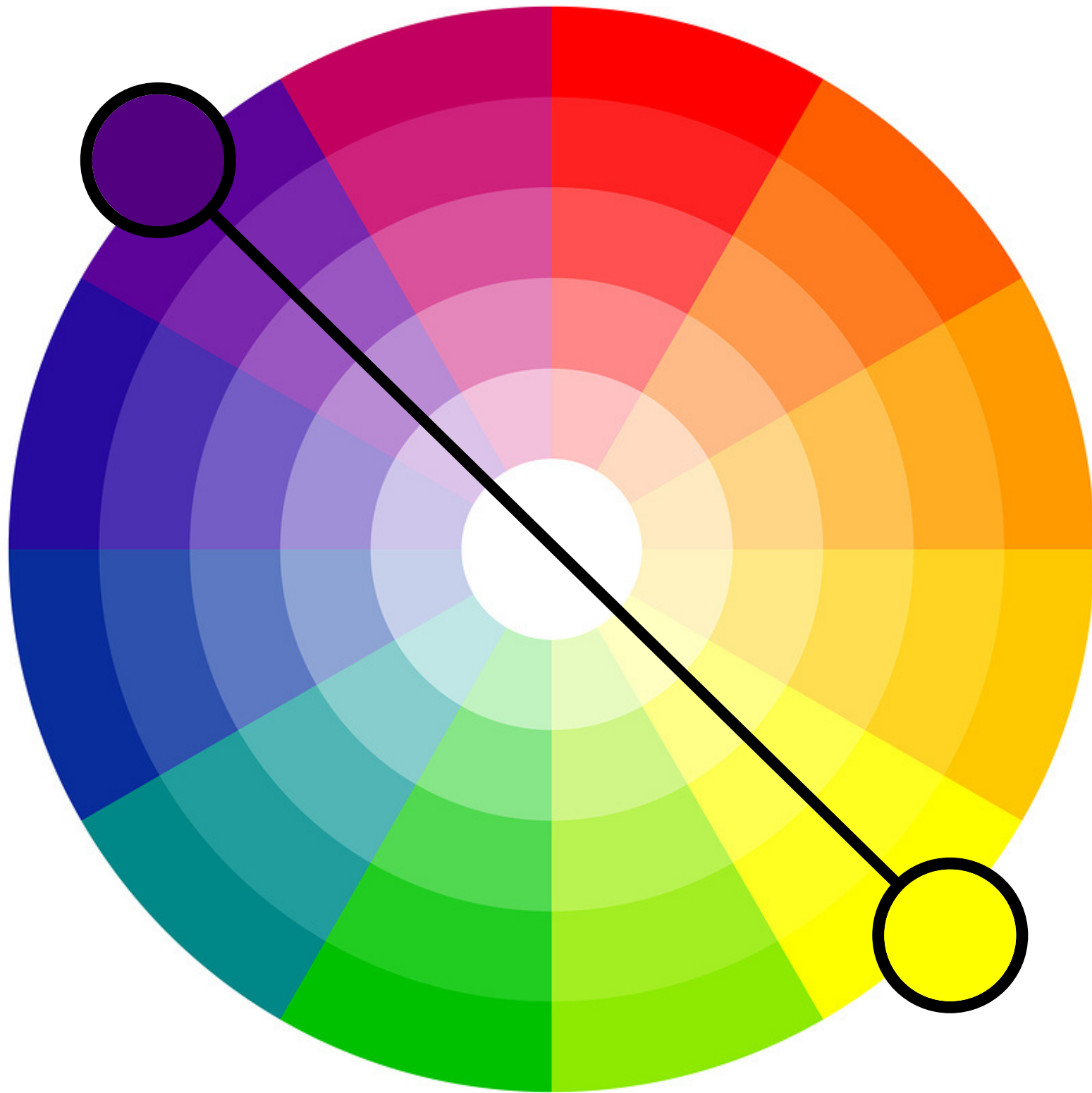
**More
Blue**



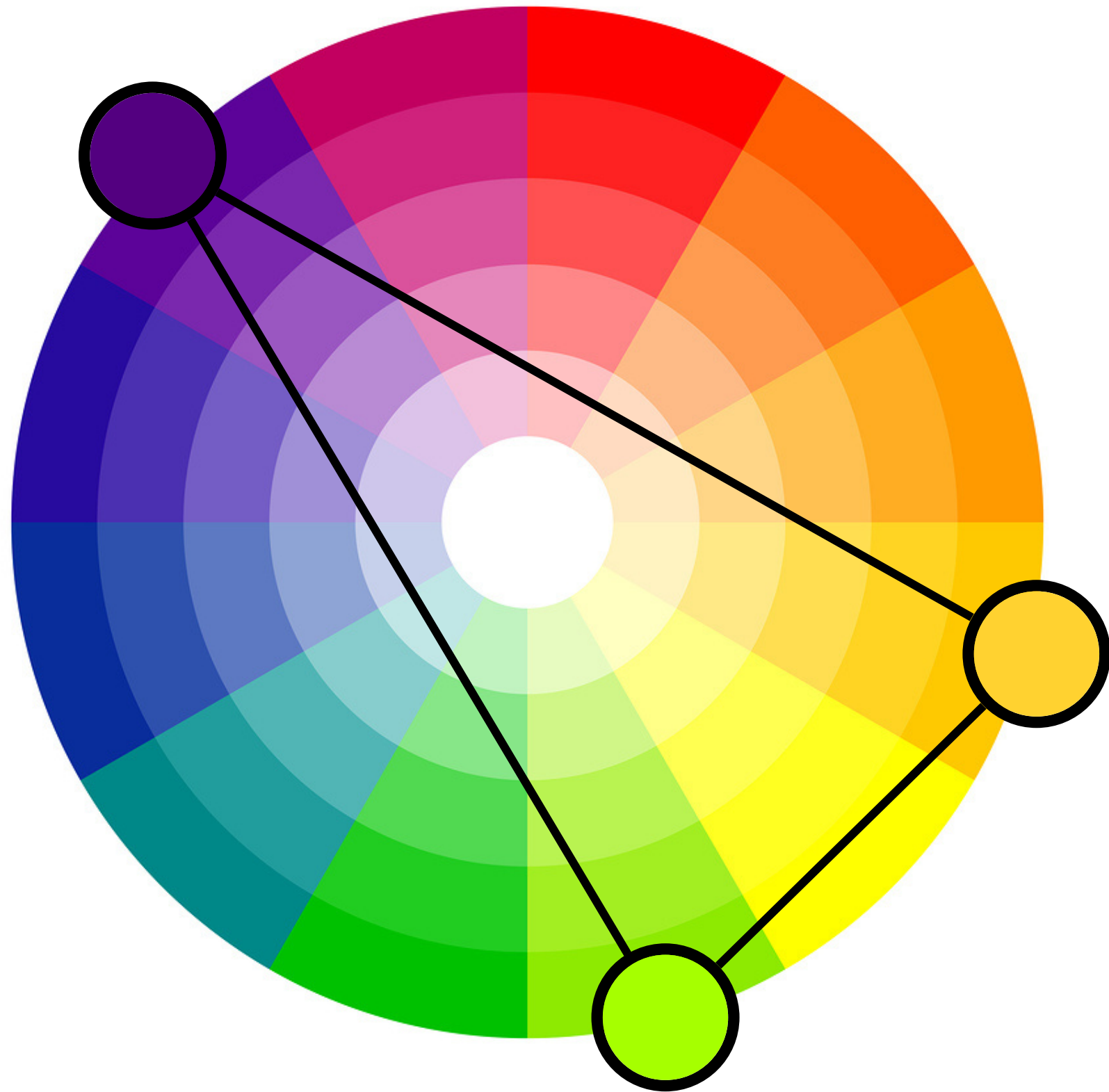




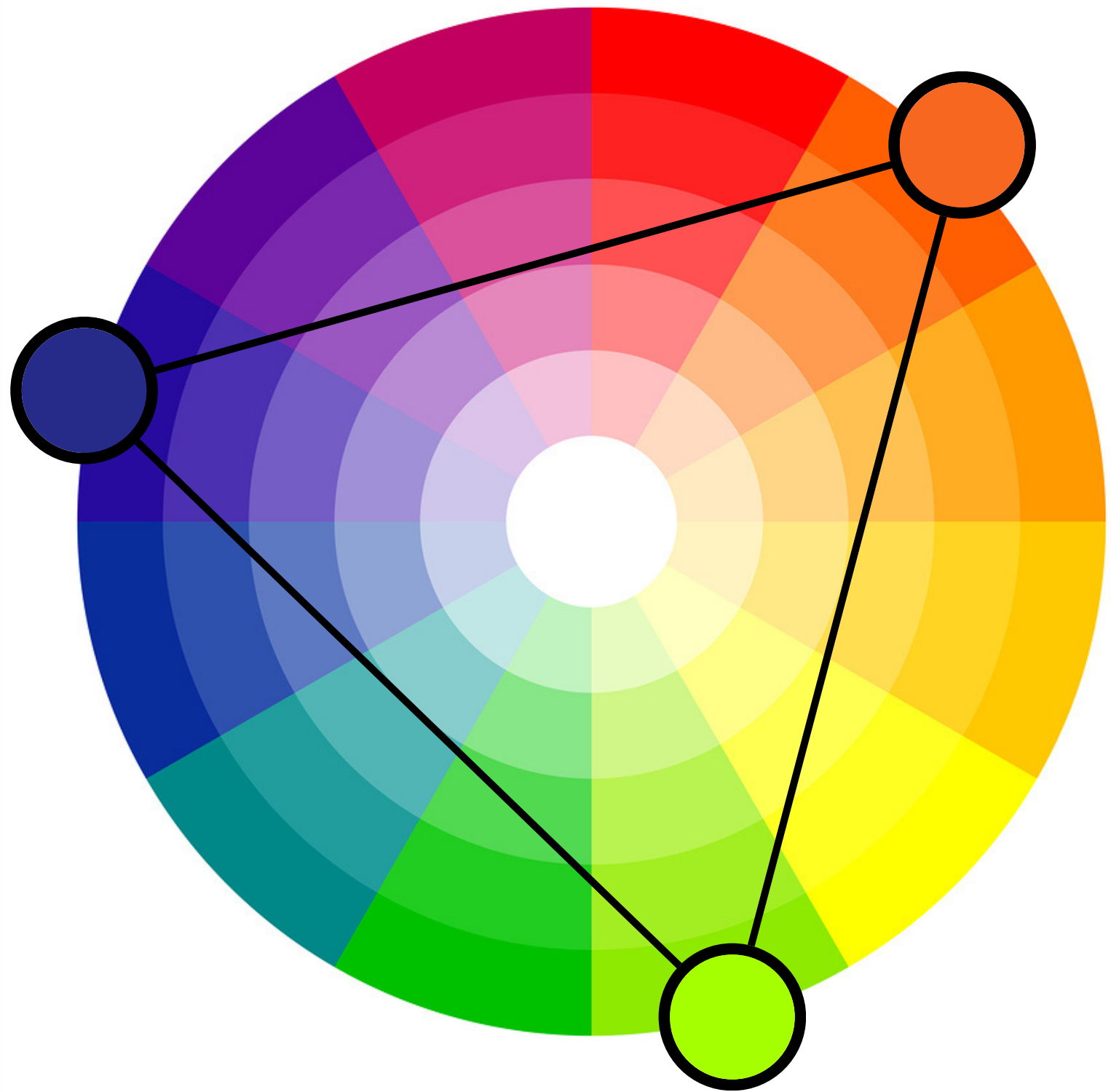
Complementary Colors



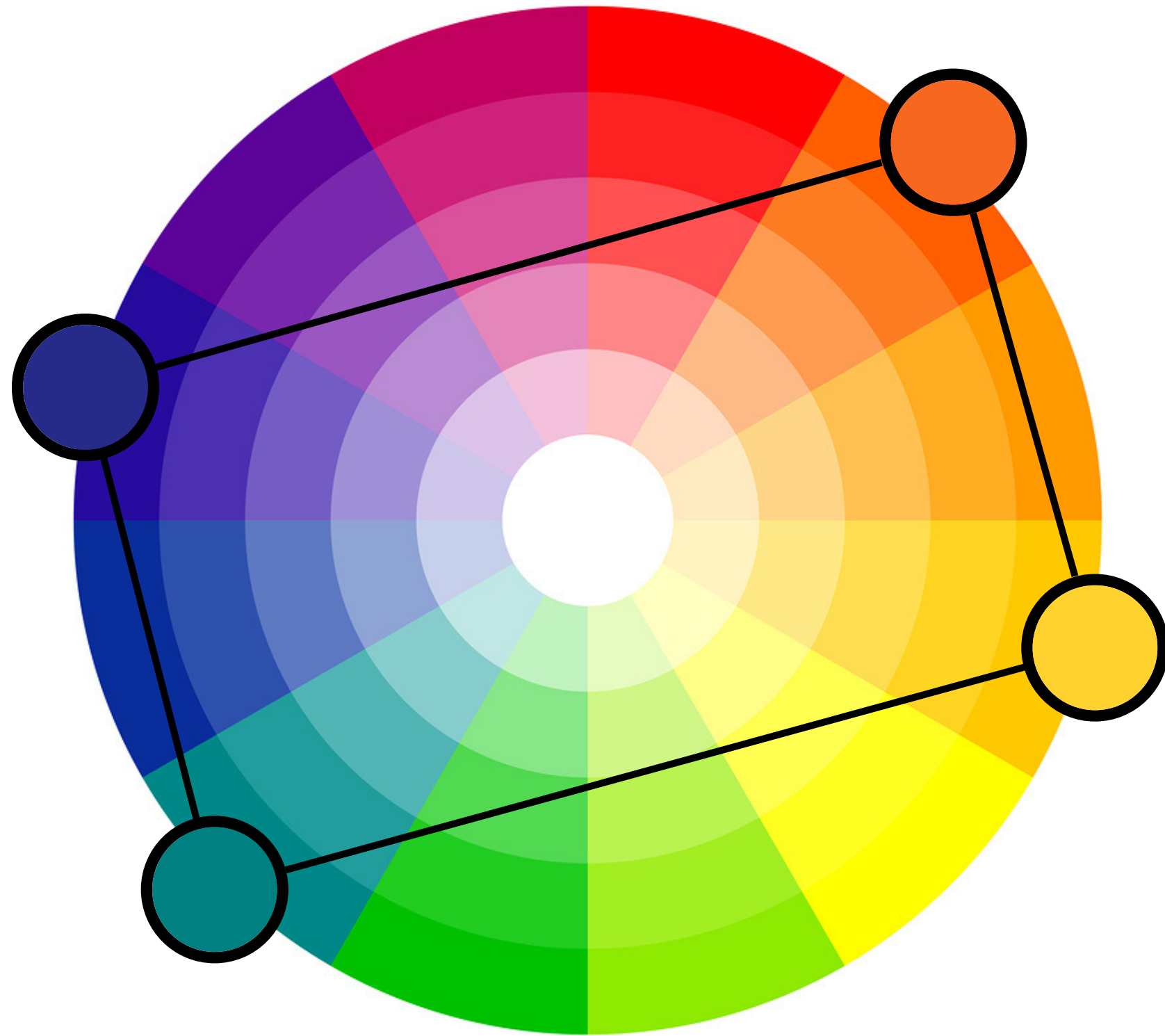
Split Complementary Colors



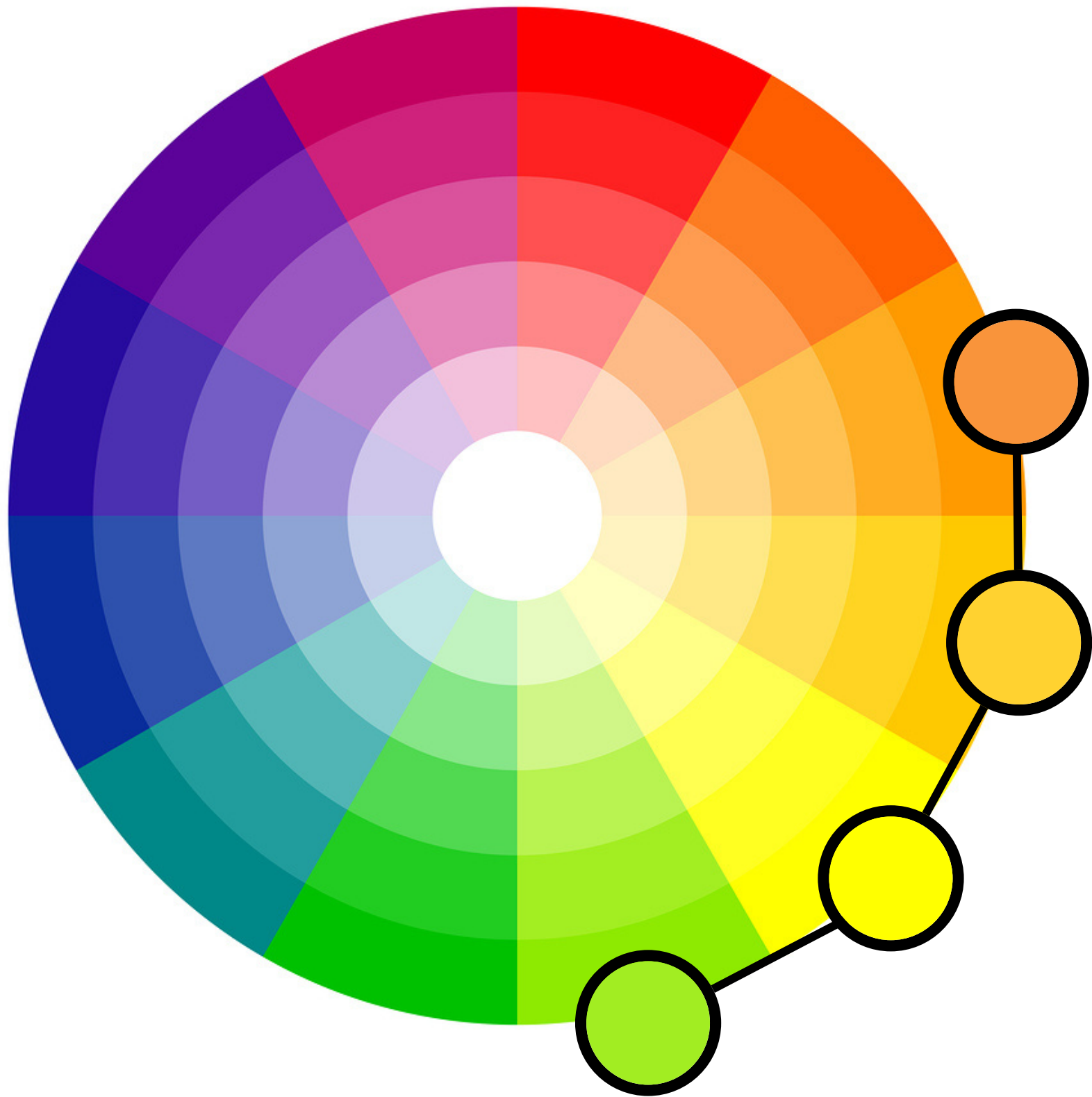
Triad Colors

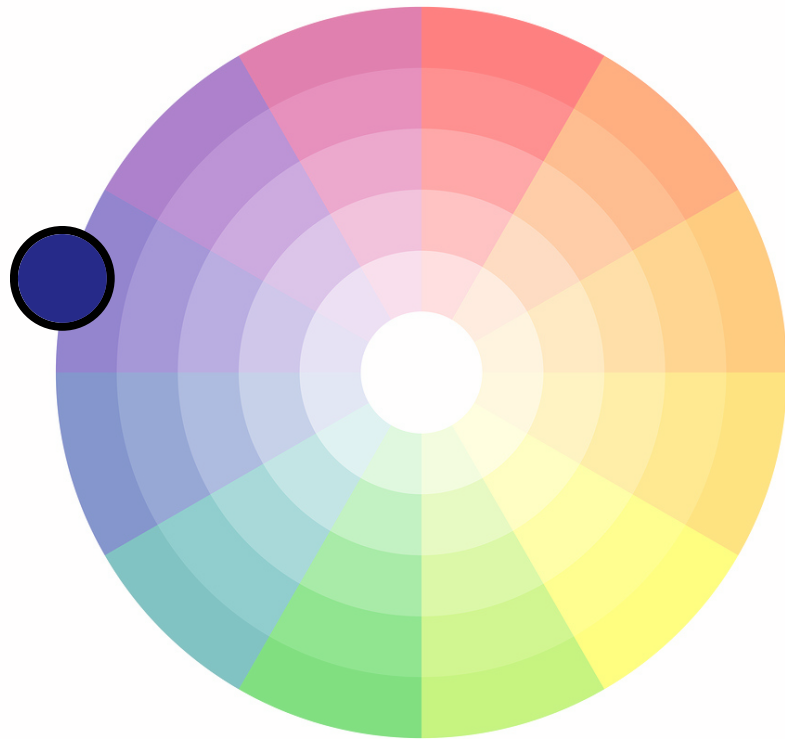


Tetradic Colors

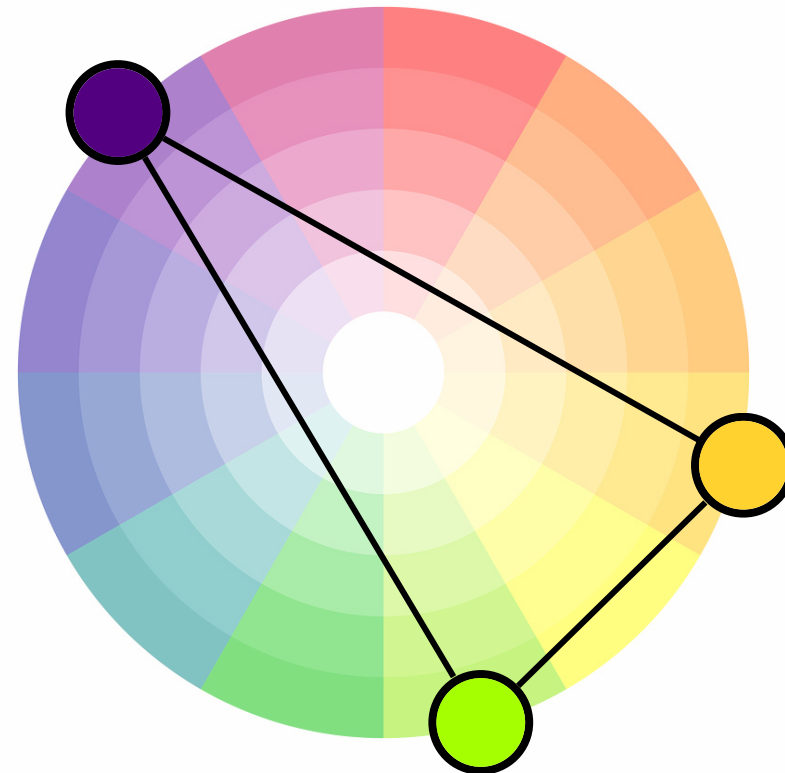


Analogous Colors

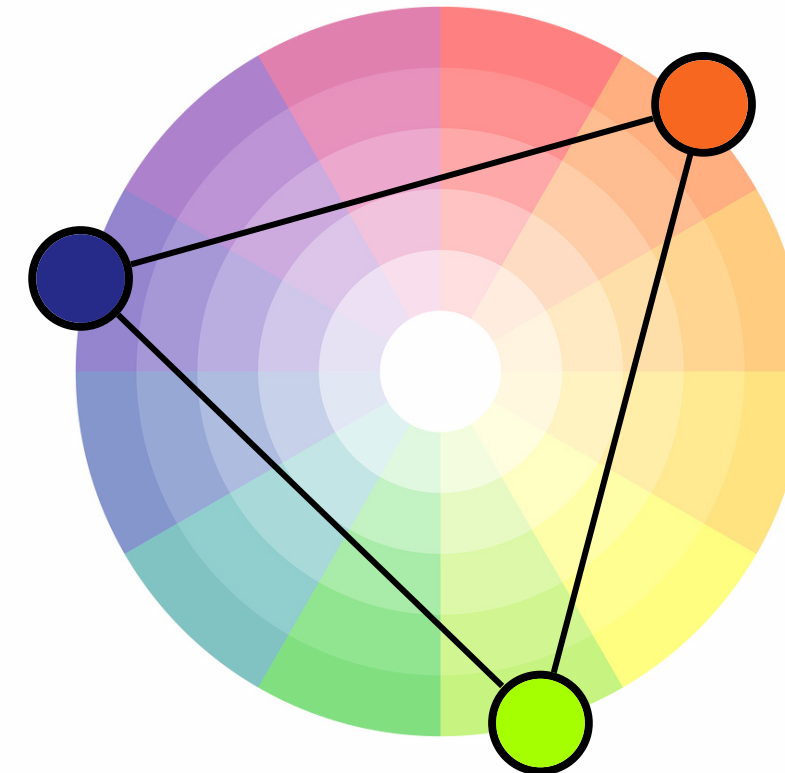




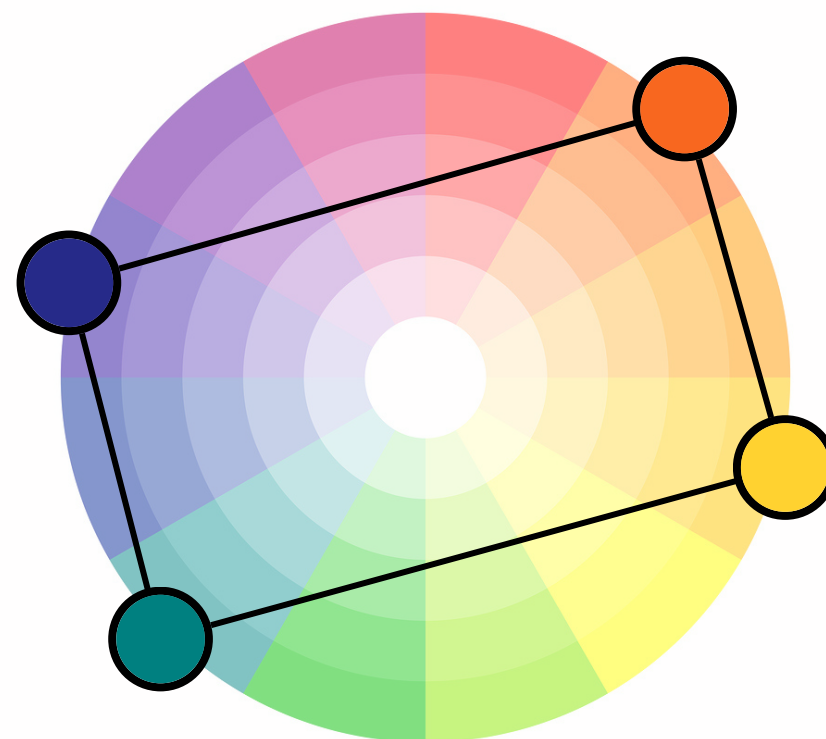
Monochromatic



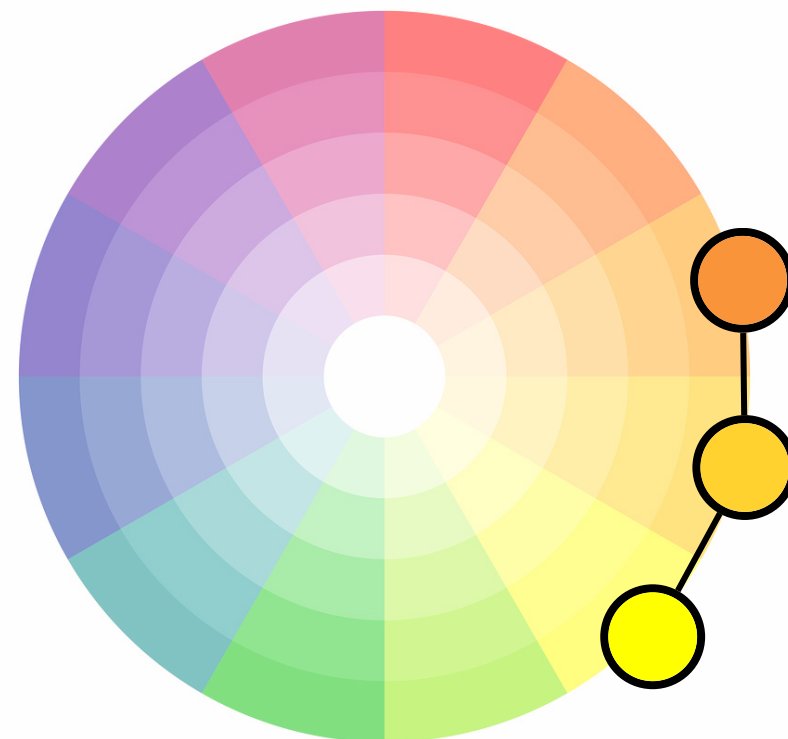
**Split
Complementary**



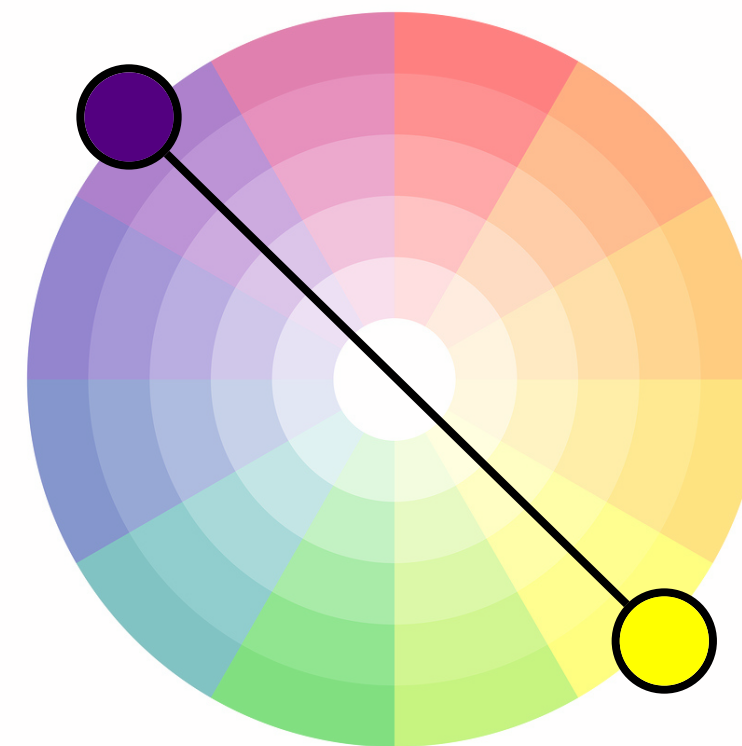
Triad



Tetradic



Analogous



Complementary

Black and White



used as neutrals

- pick a dominant color
- choose 3-5 colors that compliment



- choose greenery based on color combo



- choose flowers to coordinate or contrast







- burgundy
- rust
- red
- red-orange
- orange
- mustard yellow
- bright yellow



- peach
- coral
- pale yellow



- black
- lime green
- yellow
- fuchsia
- hot pink
- light pink

General Guide for Color Depth

10-15%



Depth
Color
(darkest)

30-40%



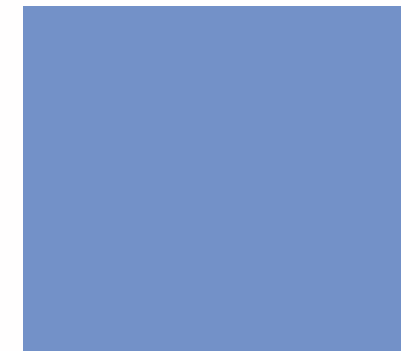
Dominant
Color

10-20%



Accent
Color

10-15%



Accent
Color

5-10%



Highlight
Color
(lightest)

General Guide for Color Depth



10-15%



Depth
Color
(darkest)

30-40%



Dominant
Color

10-20%



Accent
Color

10-15%

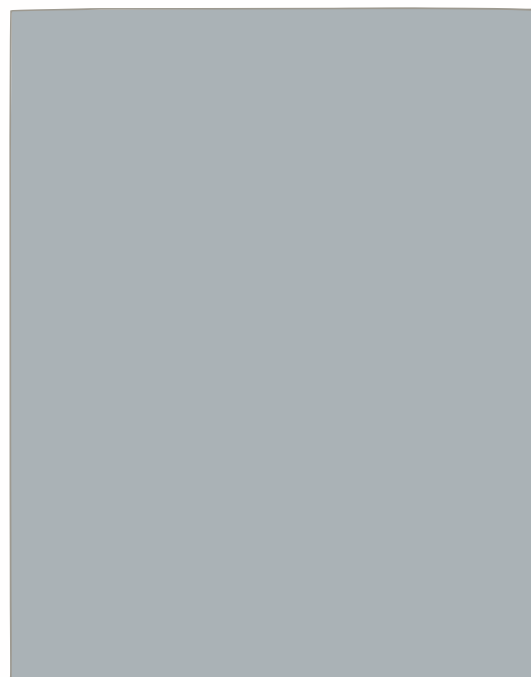
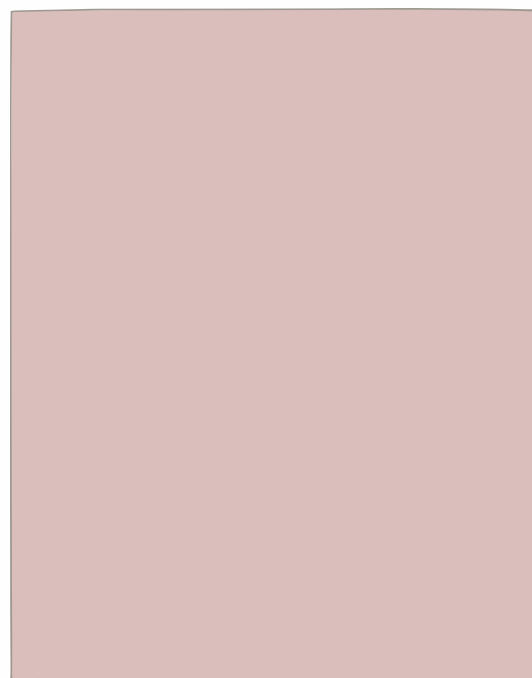
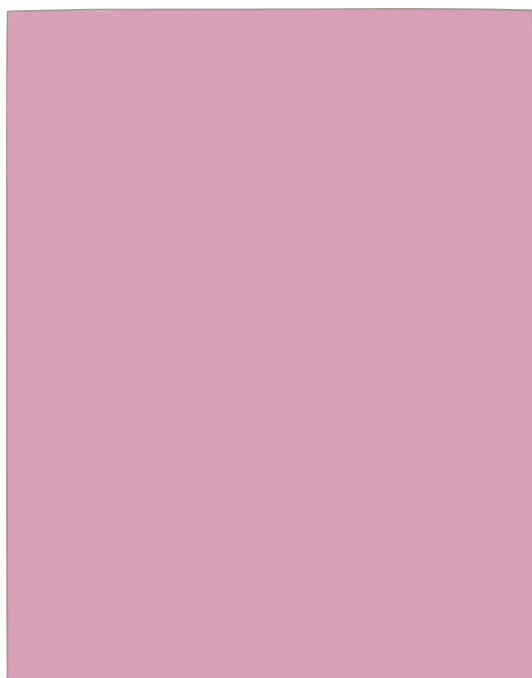


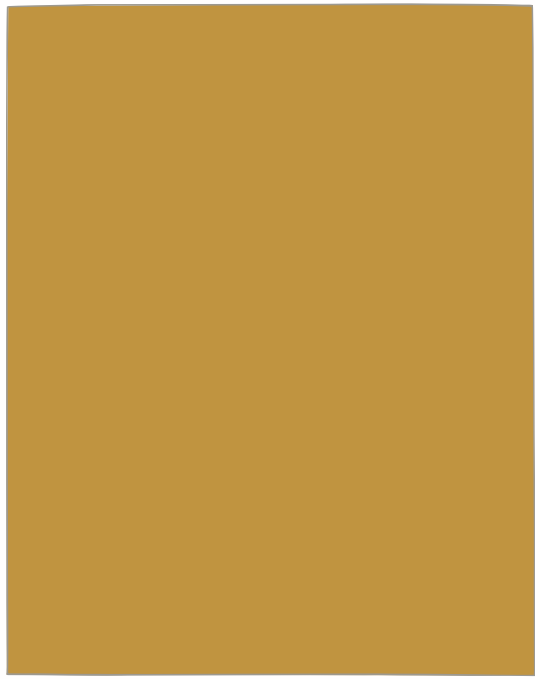
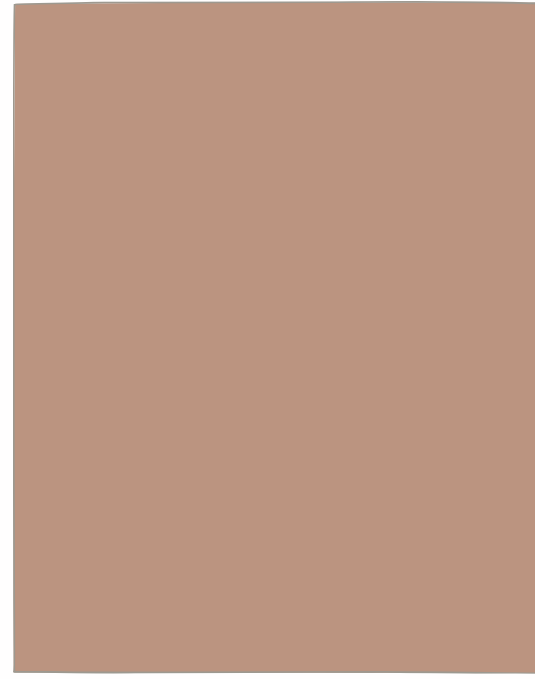
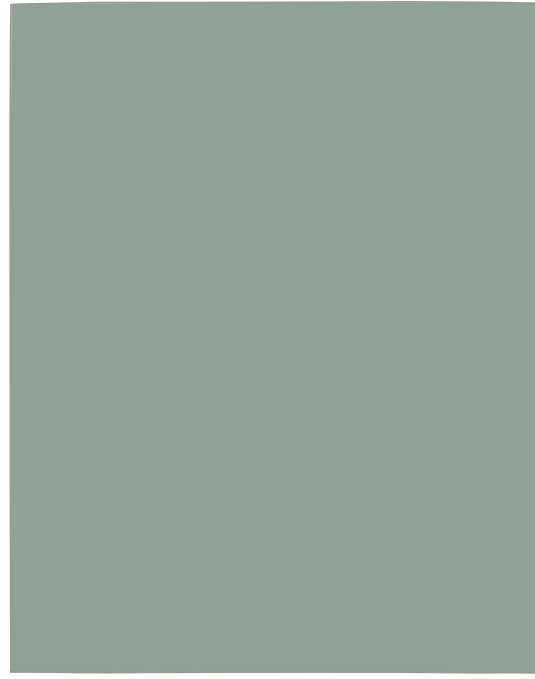
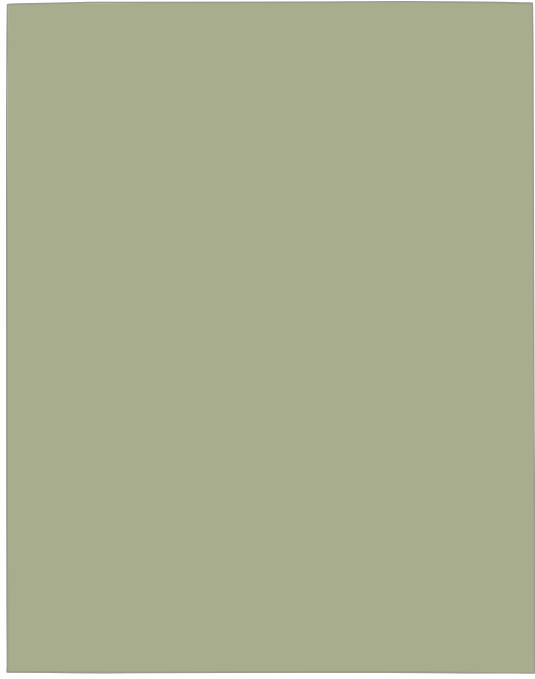
Accent
Color

5-10%



Highlight
Color
(lightest)

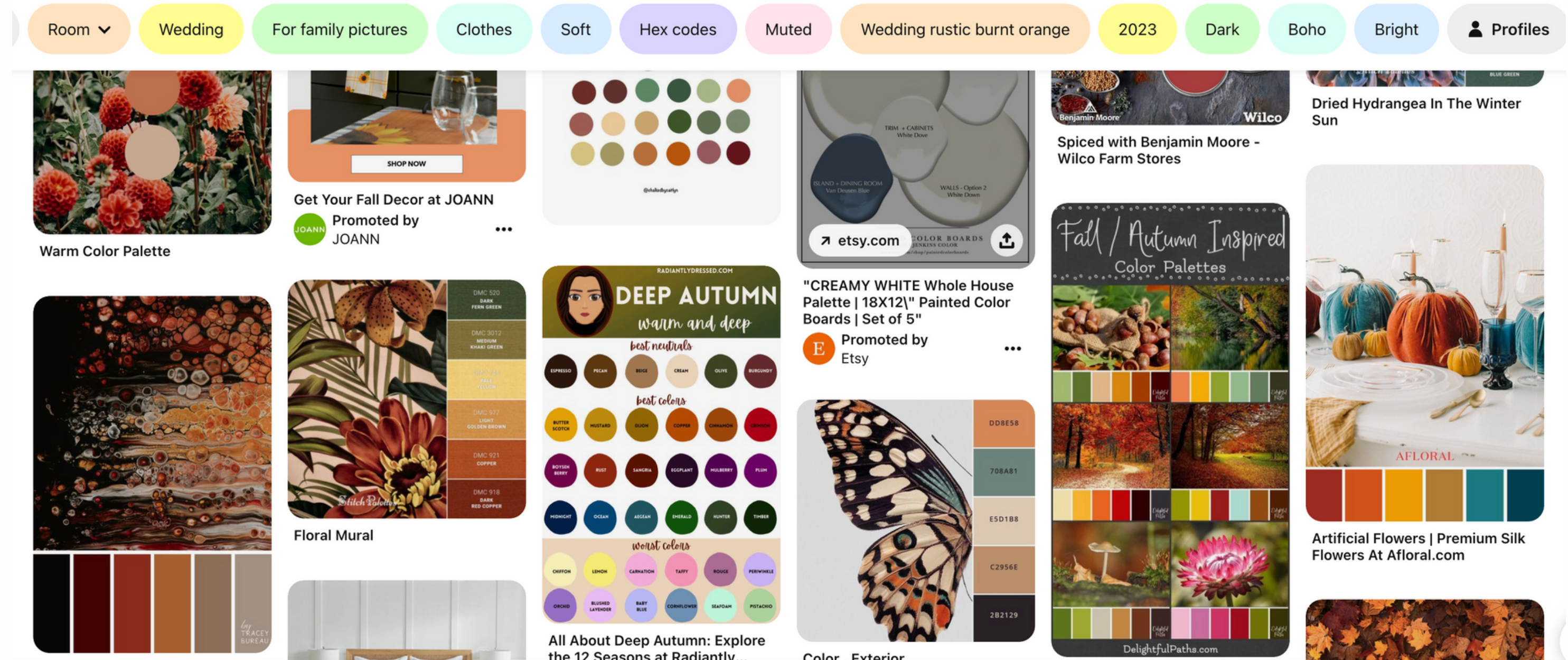


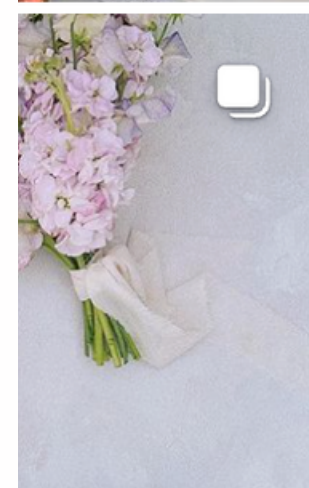
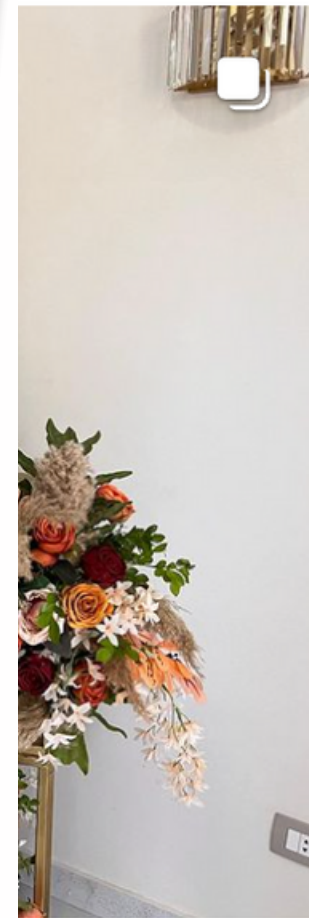




Search color palettes for ideas:

- fall boho
- summer
- winter
- pink holiday
- wedding
- muted xmas
- coastal grandma





Color Theory

A central white circle contains the text "Color Theory" in a dark blue serif font. Surrounding this central circle is a large gear-like shape composed of 12 colorful segments. The segments are arranged in a circular pattern, with colors transitioning from purple at the top, through blue, teal, green, yellow, orange, and red, back to purple. Each segment has a semi-circular notch on its outer edge. Surrounding the gear-like shape are 12 solid-colored circles, each matching the color of a segment on the gear. The circles are arranged in a ring around the central gear, with some overlapping the gear's segments.