

COLOR

Tips and Tricks



Color Harmony

Just the same as harmony in music, color harmony can be pleasing to the viewer. It engages the viewer and creates a sense of organization or balance. On one end of the scale, the visual experience can be so bland that the viewer will lose interest. On the other end, the experience can become too busy that the brain will not be able to focus – often forcing the viewer to look elsewhere.

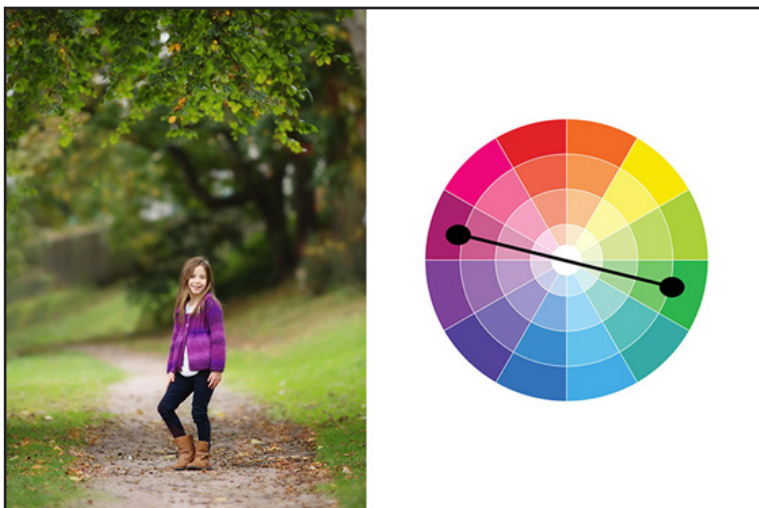
Complementary Colors

Any two colors that are opposite of each other on the color wheel.

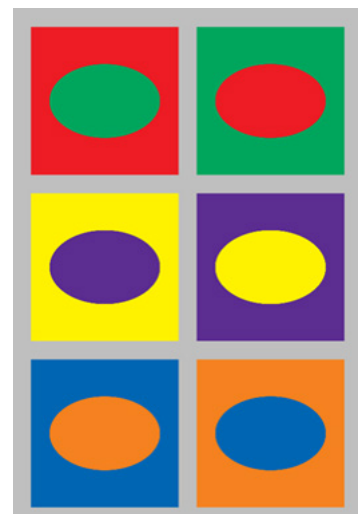
The word 'complementary' is defined as combining in such a way as to enhance or emphasize the qualities of each other or another. However, when complementary colors are used together in their purest form, they often cause visual conflict.

Here is an example of how to use complementary colors together *harmoniously*:

DO:



DON'T:



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Colors Can Affect Feelings

Color can be a powerful communication tool in the yearbook world. It can be used to influence a mood, or even psychological reactions. When developing layouts, pages, covers, or even themes, be mindful of the colors you choose. Ask yourself, “How do I want the reader to feel when reading this page or section?”

Simple color definitions



White – Fresh, clean; youth/modernity



Black – Powerful, mysterious, Ominous



Red – Bold, attention-getter, power, action



Blue – Stability, calmness



Yellow – happiness, motivation



Gray – Subtle, quiet



Green – Nature, soothing, healthy, refreshing



Purple – Imaginative, spiritual, questionable



Orange – Bright, happy, uplifting