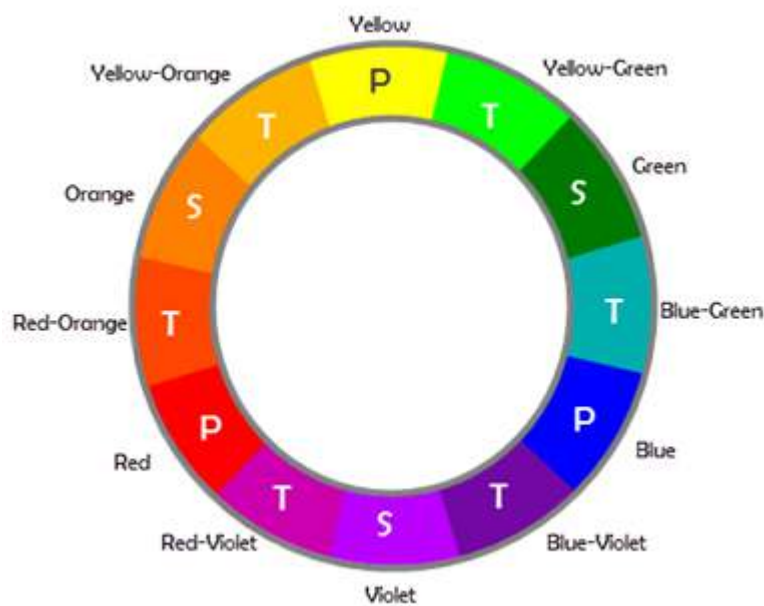


# Colour Basics

A colour wheel is an illustrative model of colour hues around a circle. It shows the relationships between the primary, secondary, and intermediate/ tertiary colours and helps demonstrate colour temperature. Digital teams communicate exact colours through the use of hex codes.

## Understanding the Colour Wheel

Many colour wheels are shown using 12 colours. Using this colour wheel as an example, it can be read as follows:





- **Three Primary Colours (Ps):** Red, Yellow, Blue
- **Three Secondary Colours (S’):** Orange, Green, Violet
- **Six Tertiary Colours (Ts):** Red-Orange, Yellow-Orange, Yellow-Green, Blue-Green, Blue-Violet, Red-Violet, which are formed by mixing a primary with a secondary

It’s important to note that some people add more intermediates, for 24 total named colours, and some colour wheels show interior points and circles, which represent colour mixtures.

## Colour Temperature

The colours on the red side of the wheel are warm; the green side of the wheel has the cooler colours. These colour temperature designations are absolute. More subtle colour temperature relationships are relative, meaning that each colour on the warm side of the wheel can be known as cool, and colours on the cools side of the wheel can be known as warm depending on the relationship to their neighbouring colour. Colours from the same hue, for instance red, can also be warmer or cooler than one another.

Colour temperatures affect us both psychologically and perceptually by helping us determine how objects appear positioned.

Warm Colours	Cool Colours
 <ul style="list-style-type: none"><li>• Warm colours include red, orange, and yellow, and variations of those three colours.</li><li>• Red and yellow are both primary colours, with orange falling in the middle.</li><li>• Warm colours appear closer to the observer.</li></ul>	 <ul style="list-style-type: none"><li>• Cool colours include green, blue, and purple, and variations of those three colours.</li><li>• Blue is the only primary colour within the cool spectrum.</li><li>• Greens take on some of the attributes of yellow, and purple takes on some of the attributes of red.</li><li>• They are often more subdued than warm colours.</li><li>• Cool colours appear farther from the observer.</li></ul>

## Neutrals



Neutral colours include black, white, gray, tans, and browns. They're commonly combined with brighter accent colours but they can also be used on their own in designs. The meanings and impressions of neutral colours depend more so upon the colours around them.