A Tour Through Colour Theory

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Overview

Warm hues

Cool hues

Takeaways

Red, orange, yellow

- Advance visually — they feel closer to the viewer
- Common in warning and call-to-action design
- Each section frame here cycles to a new theme colour

Green, blue, purple

Hue	Common association
Green	Growth, calm
Blue	Trust, stability
Purple	Luxury, creativity

Two columns

Additive (light)

- Red + Green + Blue
- Used on screens

Subtractive (pigment)

- Cyan + Magenta + Yellow
- Used in print

What to remember

1. Colour carries meaning before words are read
2. Consistency matters more than any single choice