

VIRGINIA WEIDA DESIGNS LLC

Interior Design – Facilities Management – LEED

Color Confidence

Color Theory Basics

1. **Hue:** Name of the color.
 - a. Primary Colors – Red, Yellow, Blue
 - b. Secondary Colors – Orange, Green, Violet
2. **Value:** Relative lightness or darkness of color.
 - a. Tint – adding white
 - b. Shade – adding black
 - c. Tone – adding gray
3. **Saturation:** Intensity of a color



Common Color Schemes

4. **Color Temperature:** Warm versus Cool
5. **Monochromatic:** Tints and Shades of same Hue.
6. **Analogous:** Three Hues adjacent on the color wheel.
7. **Complementary:** Primary and Secondary across from each other.
8. **Equilibrium:** All three primary colors present.

Sherwin Williams Colormix Forecast 2018

9. **Sincerity-** Soft tones and neutrals.
10. **Unity** – Global, bright pops of color.
11. **Connectivity** – Young, high-tech shades.
12. **Color of the Year** – SW 6496 Oceanside (peacock blue/green)



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