

# Graphic Design Basics: Color Theory

## Primary Color

cannot be created by mixing any other combination of colors together, but can be used to create other colors

## Secondary Color

created when two primary colors are mixed

## Tertiary Color

created when a primary color and secondary color are mixed

## Hue

color location on the color wheel

## Saturation

measurement of the purity and vibrancy of a color

## Desaturation

presence of gray in a color

## Tint

hue with white added

## Shade

hue with black added

## Monochromatic

using one color

## Analogous

comparable or similar

## Analogous Color Scheme

using colors next to each other on the color wheel

## Complementary

combining in a pleasing way

## Complementary Color Scheme

using colors across from one another on color wheel

## Split Complimentary Color Scheme

using one color and the two colors which are on either side of the original color's complement on the color wheel

# Graphic Design Basics: Color Theory

**Double Complimentary Color Scheme**  
using two pairs of complimentary colors

**Triadic Color Scheme**  
using three colors which are equally spaced from one another

**Color Systems**  
system used to configure color according to the color output of a device

**Gamut**  
range of colors which can be displayed or produced by a color system

**Subtractive Color**  
color system in which the addition of colors makes the color darker

**Additive Color**  
color system in which the addition of colors makes the color lighter