

THE FUNDAMENTALS OF COLOR THEORY

Color theory is both the science and art of using color. It explains how humans perceive color; and the visual effects of how colors mix, match or contrast with each other. Color theory also involves the messages colors communicate; and the methods used to replicate color.

In color theory, colors are organized on a color wheel and grouped into 3 categories: primary colors, secondary colors and tertiary colors. More on that later.



**“PEOPLE DECIDE
WHETHER OR NOT THEY
LIKE A PRODUCT IN 90
SECONDS OR LESS. 90%
OF THAT DECISION IS
BASED SOLELY ON
COLOR.”**