Color Design

Choice of color combinations–while ultimately based on individual taste–should follow content and function.

Color Combining Systems

Warm vs. Cool
Use a series of colors in either the red or the blue (cyan) range.

Monochromatic
Use a series of colors from any one of the three primary hues.

Complementary
Use any pair of colors from opposite points on the color wheel

Near-Complementary
Use any pair from almost opposite points on the color wheel.

Triad
Use three colors whose positions form a triangle on the wheel.

Adjacents
Use any series of colors near each other on the color wheel.

Earth Tones
Use any of the colors formed from the three primaries.

Pastels or Muted
Use any series of either whitened or blackened hues.

Printed vs. Projected Color Combinations

Printed Publications

Typically, printed materials have a background of white paper, a light-colored paper, or a light-colored ink, under dark type and bright accent color. However, dark background color schemes are also popular.

Abcde*   Abcde*
Abcde*   Abcde*
Abcde*   Abcde*
Abcde*   Abcde*

Projected Images

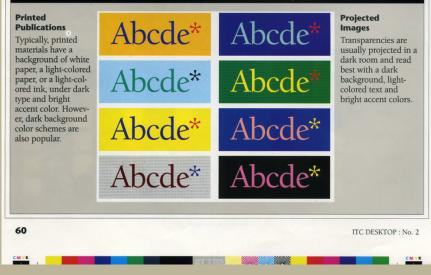Transparencies are usually projected in a dark room and read best with a dark background, light-colored text and bright accent colors.

selections from three **visual magazine spreads**
—published among traditional pages of text columns and photos—
introducing the use of then-new color-publishing technologies
to beginners on the desktop

by showing **chunks** of information
in unique text-and-image combinations
that tell the story in **diagrams** and other unique displays