

COLOR THEORY

COLOR IS THREE DIMENSIONAL

- 1) **VALUE: IS LIGHTNESS OR DARKNESS OF COLOR**
- 2) **HUE : COLOR**
- 3) **CHROMA : CLEANER / DIRTY OR RICHNESS**

HUGH / COLOR SHIFTS

NOTE A COLOR CAN ONLY MOVE "AROUND" THE HUE SCALE

COLORS THAT CAN SHIFT GREENER OR REDDER IN HUE:

- | | | |
|------------|-------------|------------|
| | (LIGHTER) | (DARKER) |
| 1) BLUES | | 4) PURPLES |
| 2) YELLOWS | | 5) BEIGE'S |
| 3) GOLD'S | | 6) BROWNS |

COLORS THAT CAN SHIFT YELLOWER OR BLUER IN HUE:

- | | | |
|------------------------|-------------|------------|
| | (LIGHTER) | (DARKER) |
| 1) GREENS | | 4) BLACKS |
| 2) MAROONS | | 5) GRAYS |
| 3) WHITES & OFF WHITES | | 6) REDS |

COLORS THAT CAN SHIFT YELLOWER OR REDDER IN HUE:

- | | | |
|------------|-------------|------------|
| | (LIGHTER) | (DARKER) |
| 1) BRONZES | | |
| 2) ORANGES | | |

COLORS THAT CAN SHIFT GREENER OR BLUER IN HUE:

- | | | |
|--------------|-------------|------------|
| | (LIGHTER) | (DARKER) |
| 1) AQUA | | |
| 2) TURQUOISE | | |

NOTE BLACKS & WHITES TYPICALLY SHIFT IN THE DIRECTION OF BLUE OR YELLOW. HOWEVER, SINCE BLACKS & WHITE ARE BASICALLY AT THE BOTTOM OR TOP OF THE 3 DIMENSIONAL COLOR SPACE, THEY COULD MOVE IN ANY DIRECTION. PURE BLACK & PURE WHITE ARE DESCRIBED AS COLORS WHICH HAVE NO HUE & NO CHROMA, ONLY VALUE.

HOW A METALLIC BASE EFFECTS COLOR

ALL METALLIC BASES ARE CONSIDERED A SHADE OF GREY. THE SIZE OF THE FLAKE DETERMINES BOTH IT'S GRAYNESS & BRIGHTNESS. THE FINER THE METALLIC THE MORE GREY & THE LARGER THE METALLIC THE BRIGHTER. THEREFORE, **THE FLAKE SIZE DETERMINES THE VALUE (LIGHTER OR DARKER) & AMOUNT DETERMINERS CHROMA (CLEAN / DIRTY OR RICHNESS)**

WHEN TINTING A COLOR STAY WITH IN THE FORMULA

