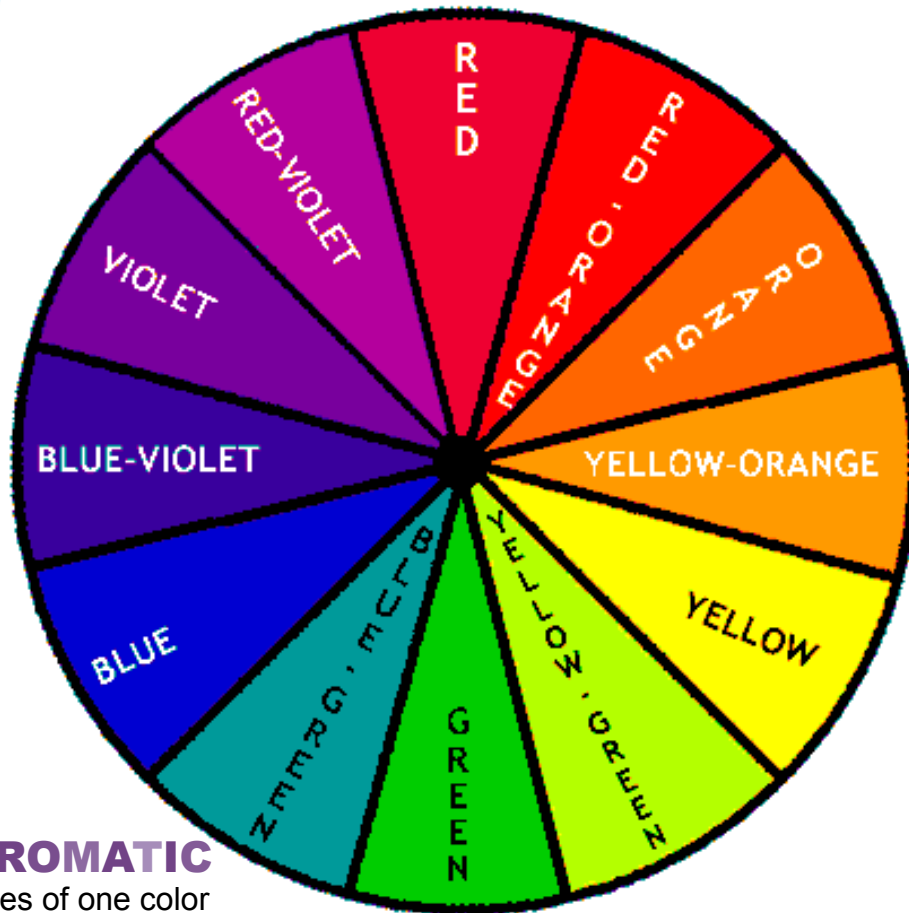




WHEEL OF COLORS



MONOCHROMATIC

-use of shades of one color

COMPLEMENTARY

-use of colors that fall directly across from each other on the color wheel

ANALOGOUS

-use of colors that sit directly next to each other on the color wheel

CLASH

-use of a color that is one stop away from its complementary color

COLOR BY number

There is a didactic strategy to the effective enhancement of your content and design with color.

First, consider the number of colors with which you want to work to build your graphic strategy. A single color fosters a more conservative tone while the combination of multiple colors creates a more active mood.

Secondly, use the color wheel to more fully develop your tone or mood. Complementary colors set create one visual spirit while clashing colors establish yet another.

Color is a cool tool that empowers you to develop the personality of your entire yearbook and its theme and section looks.

Great resources for color planning:

- www.pantone.com
- Leatrice Eiserman's Pantone Guide to Communicating with Color (ISBN: 09666383-2-B)