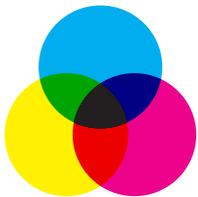


the holywell font

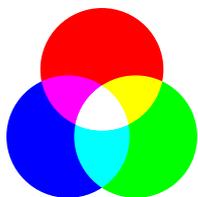
a guide to ... colour

colour modes



CMYK

The CMYK system is used primarily in print. It uses the colours cyan, magenta, yellow and black, which can be overlaid to produce different colours.



RGB

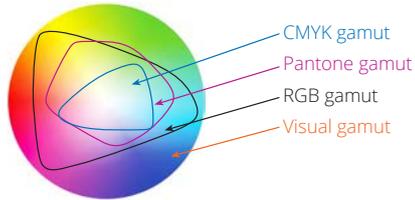
If you are working on a computer or with photography, the colours you see on the screen are created using red, green and blue light.



SPOT COLOURS

The main spot colour system used in print is the Pantone colour system. It uses a selection of pre-mixed inks to create the desired colours.

On screen, images will be displayed as RGB, and when printed will be made up of CMYK. This can cause variations in colour from on-screen to the printed product, and because all screens are different with variations in brightness and contrast settings, an image may look different, even from screen to screen. RGB has a much wider range therefore giving more depth, making images look brighter and more colourful compared to the printed product.



This graph shows a representation of the different colour spectrums achievable with each colour mode. As you can see CMYK has a much smaller colour gamut than RGB.

colour tips

100% Black **50% Black** **Solid** **Tint**

When using colour for type, especially fine type, it's always better to use 100% of a colour and to avoid tints. Tints of colours can create 'toothy' edges on type where the print screen used to make the tint doesn't have a crisp solid edge.

colour tips

Limit your colour palette

Choose a primary set of colours, usually 2 or 3 for brand/logo design. Then use a handful of complementary secondary colours that you can use throughout your design. Don't be afraid of white space.

colour tips

Avoid white out type on light backgrounds

Use contrasting colours that stand out

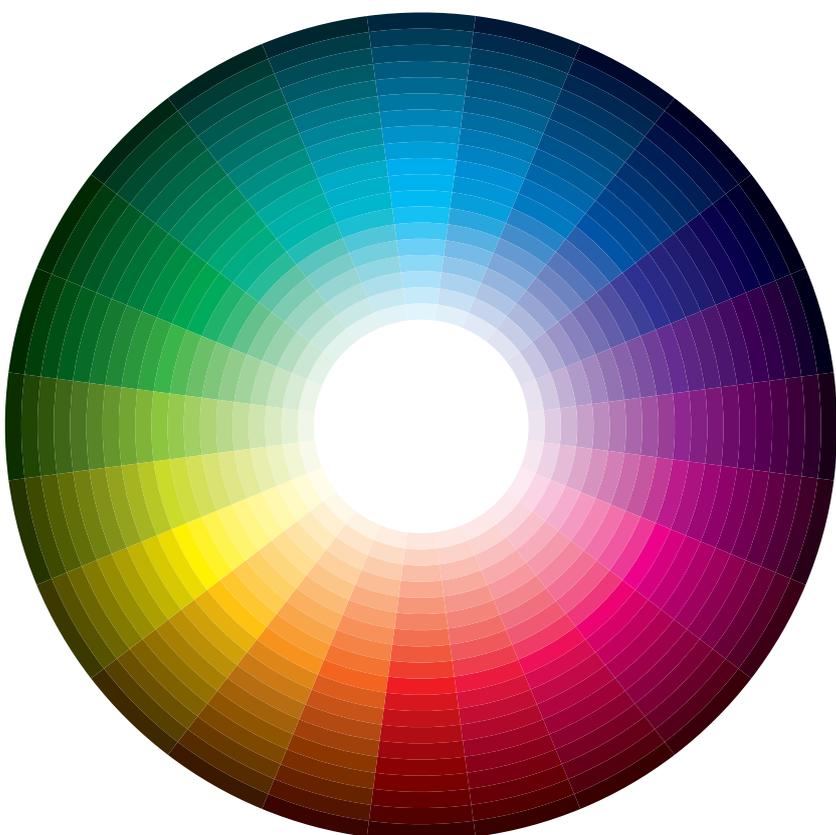
Avoid type on busy or patterned backgrounds

Avoid colours that clash with each other

colour meanings

<p>Yellow</p> <p>+ bright, energy, sun, creativity, intellect, happy</p> <p>- irresponsible, unstable</p>	<p>Orange</p> <p>+ courage, confidence, friendliness, success</p> <p>- arrogance, insincerity</p>	<p>Red</p> <p>+ love, energy, power, strength, passion, heat</p> <p>- anger, danger, warning</p>	<p>Pink</p> <p>+ healthy, happy, feminine, compassion, sweet, playful</p> <p>- weak, femininity, immaturity</p>	<p>Purple</p> <p>+ royalty, nobility, spirituality, luxury, ambition</p> <p>- mystery, moodiness</p>	<p>Blue</p> <p>+ tranquility, love, loyalty, security, trust, intelligence</p> <p>- coldness, fear, masculinity</p>	<p>Turquoise</p> <p>+ spiritual, healing, protection, sophisticated</p> <p>- envy, femininity</p>
<p>Green</p> <p>+ money, growth, fertility, freshness, healing</p> <p>- envy, jealousy, guilt</p>	<p>Beige</p> <p>+ dependable, flexible, crisp, conservative</p> <p>- dull, boring, conservative</p>	<p>Brown</p> <p>+ friendly, earth, outdoors, longevity, conservative</p> <p>- dogmatic, conservative</p>	<p>Grey</p> <p>+ security, reliability, intelligence, solid</p> <p>- gloomy, sad, conservative</p>	<p>Black</p> <p>+ protection, dramatic, classy, formality</p> <p>- death, evil, mystery</p>	<p>Silver</p> <p>+ glamorous, high tech, graceful, sleek</p> <p>- dreamer, insincere</p>	<p>Gold</p> <p>+ wealth, prosperity, valuable, traditional</p> <p>- greed, dreamer</p>

choosing a palette



<p>Monochrome</p> <p>A scheme derived from a single base hue using tints, shades and tones. If a colour is made lighter by adding white, the result is called a tint. If black is added, the darker version is called a shade. If grey is added, the result is a different tone.</p>	<p>Complementary</p> <p>Colours that are opposite each other on the colour wheel are considered to be complementary colours. Complementary colours are tricky to use in large doses, but work well when you want something to stand out.</p>	<p>Split complementary</p> <p>A variation of the complementary colour scheme. From the base colour, it uses the two colours adjacent to its complement. This has the same strong visual contrast as the complementary colour scheme, but has less tension.</p>
<p>Double complementary</p> <p>This scheme uses four colours arranged into two complementary pairs. This rich colour scheme offers plenty of possibilities for variation. It works best if you let one colour be dominant.</p>	<p>Analogous</p> <p>Uses colours that are next to each other on the colour wheel. They usually match well and create a comfortable design. Make sure you have enough contrast when choosing an analogous colour scheme.</p>	<p>Triad</p> <p>A triadic colour scheme uses colours that are evenly spaced around the colour wheel. Triadic colour harmonies tend to be quite vibrant, even if you use pale or unsaturated versions of your hues.</p>

Once you've chosen a primary colour that best suits your purpose, you can select a palette of colours, an important part of the design process. Here are a few tried and tested methods to help decide on an ideal colour palette.

