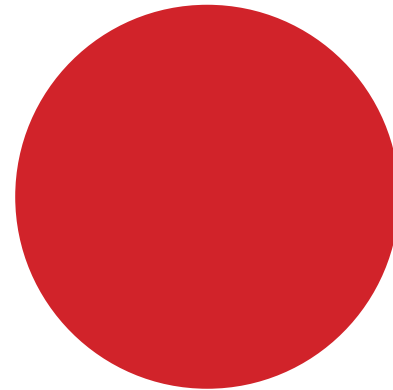
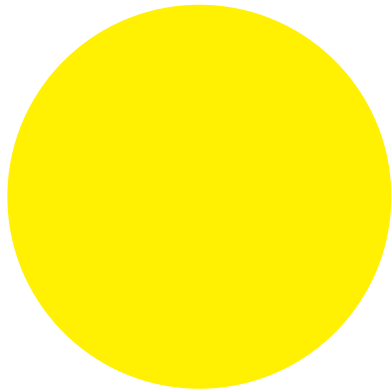
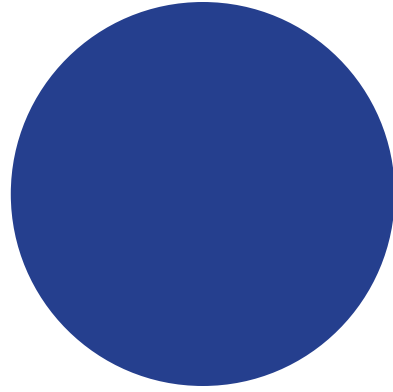
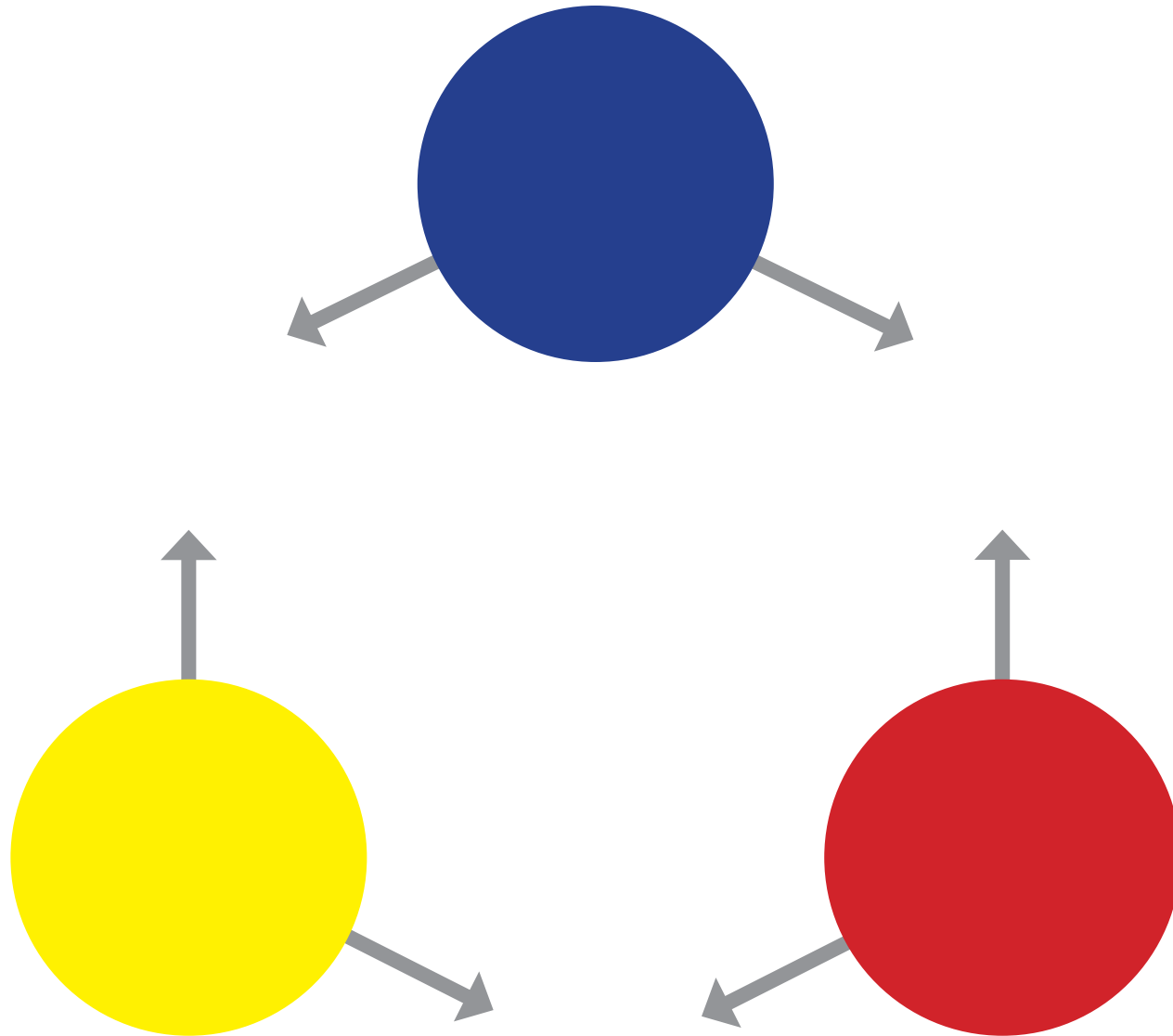


The image features a dark grey background with a grid of small, light grey dots. Overlaid on this grid are several vertical columns of orange dots. These orange dots are arranged in a way that creates a sense of depth and movement, with some columns appearing more prominent than others. The overall effect is a rhythmic, geometric pattern.

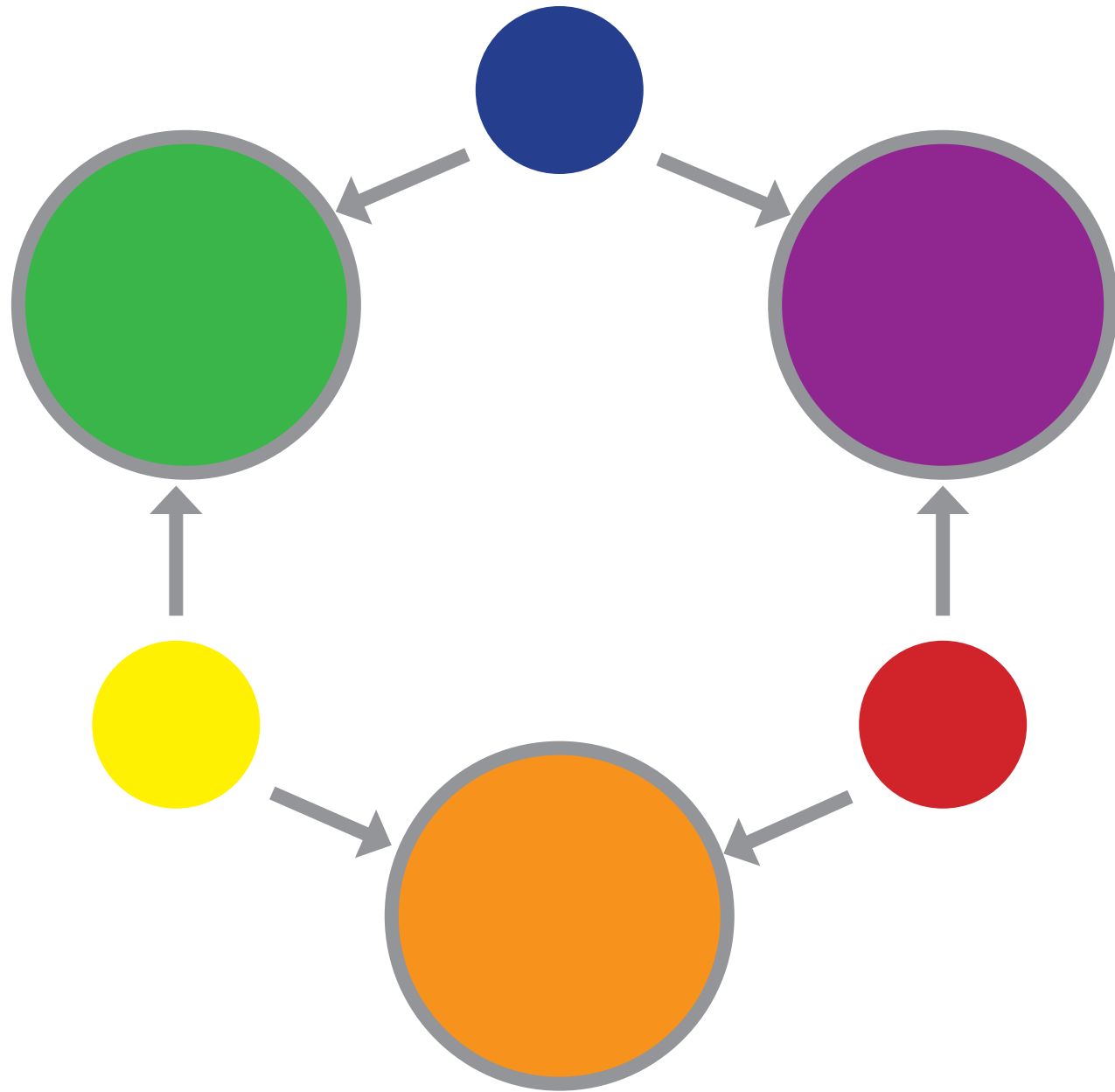
JEN WANG  
FALL 2012



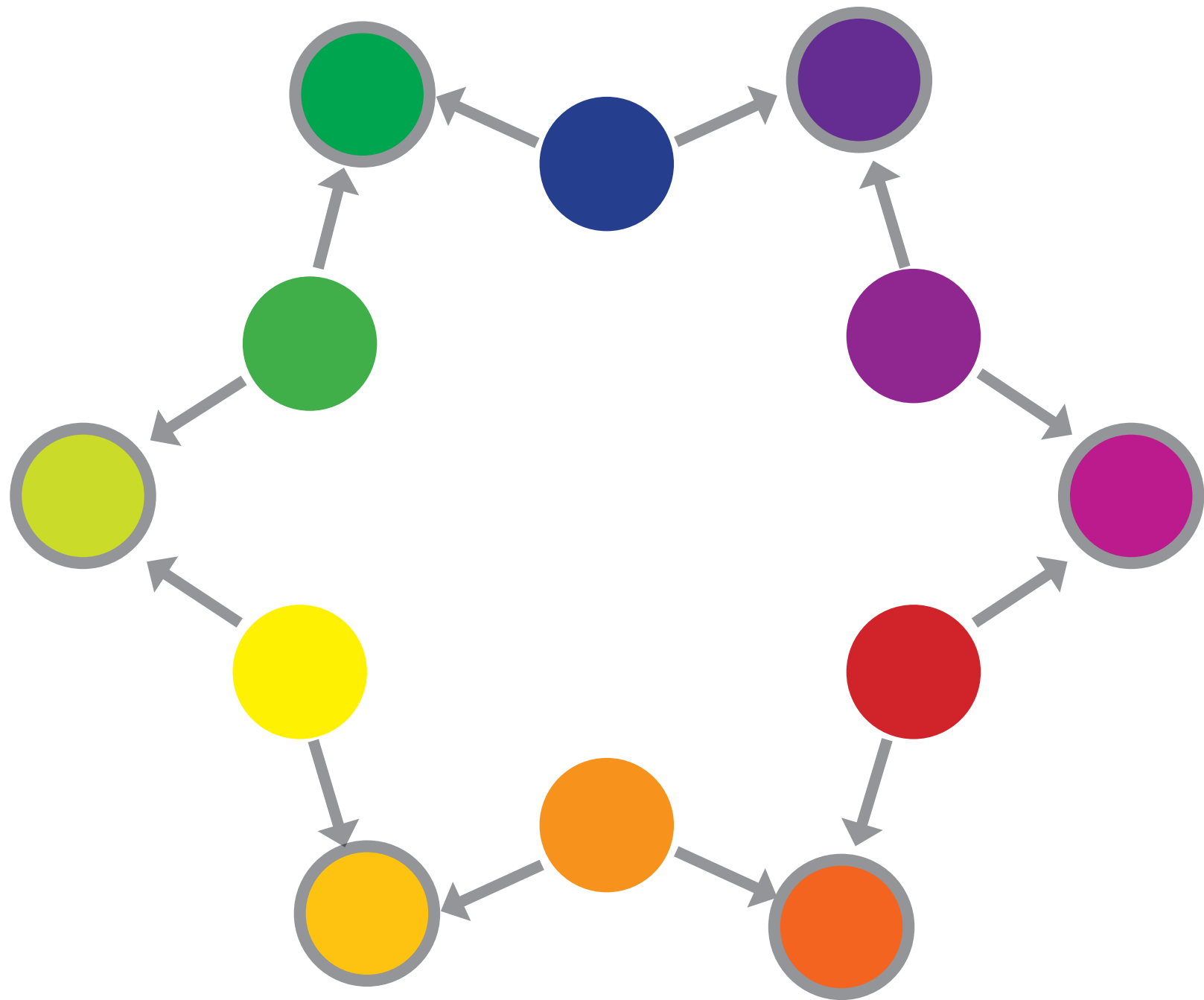
**PRIMARY COLORS**



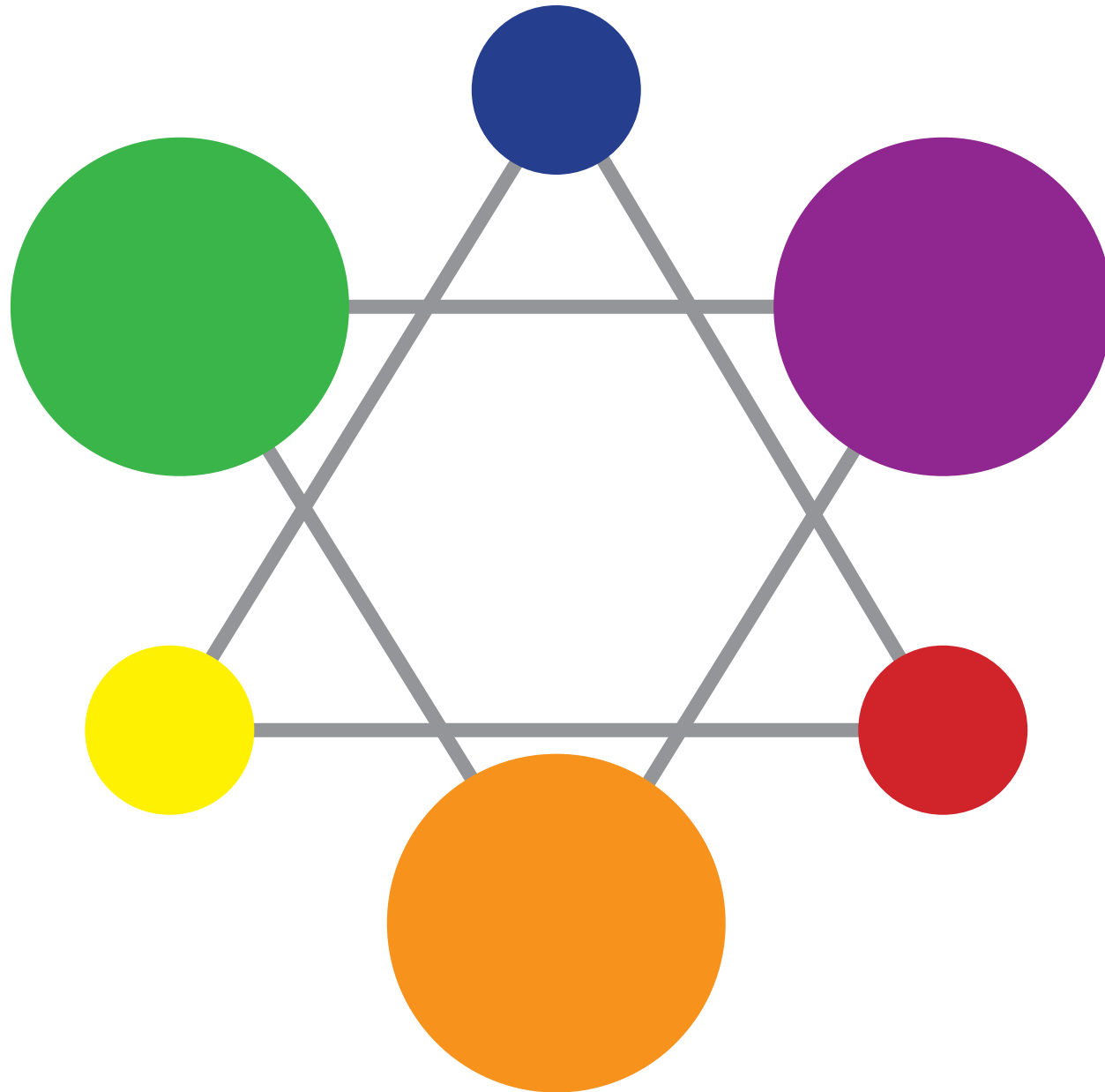
**PRIMARY COLORS**



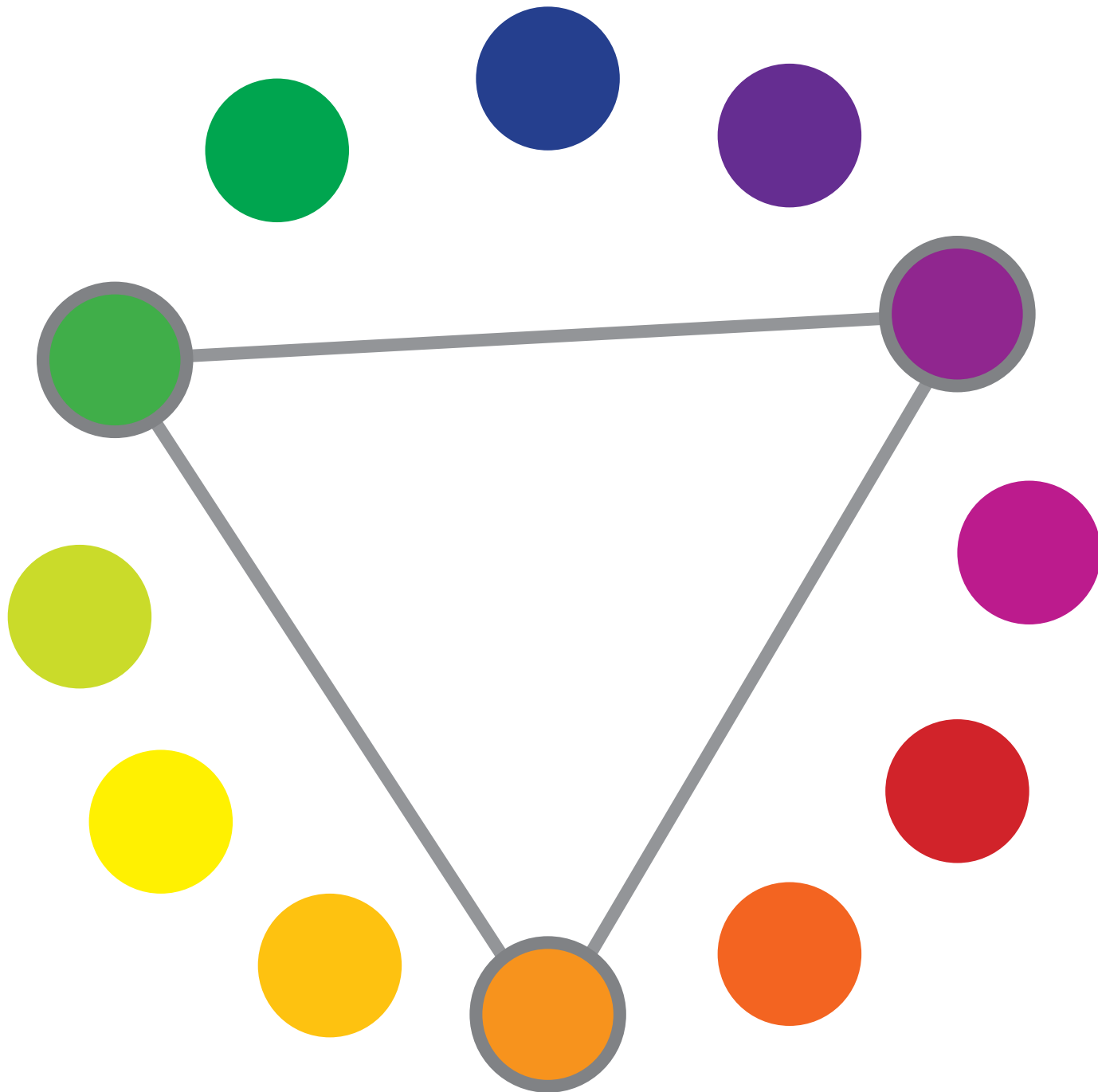
**SECONDARY COLORS**



**TERTIARY COLORS**



**TRIADIC COLORS**

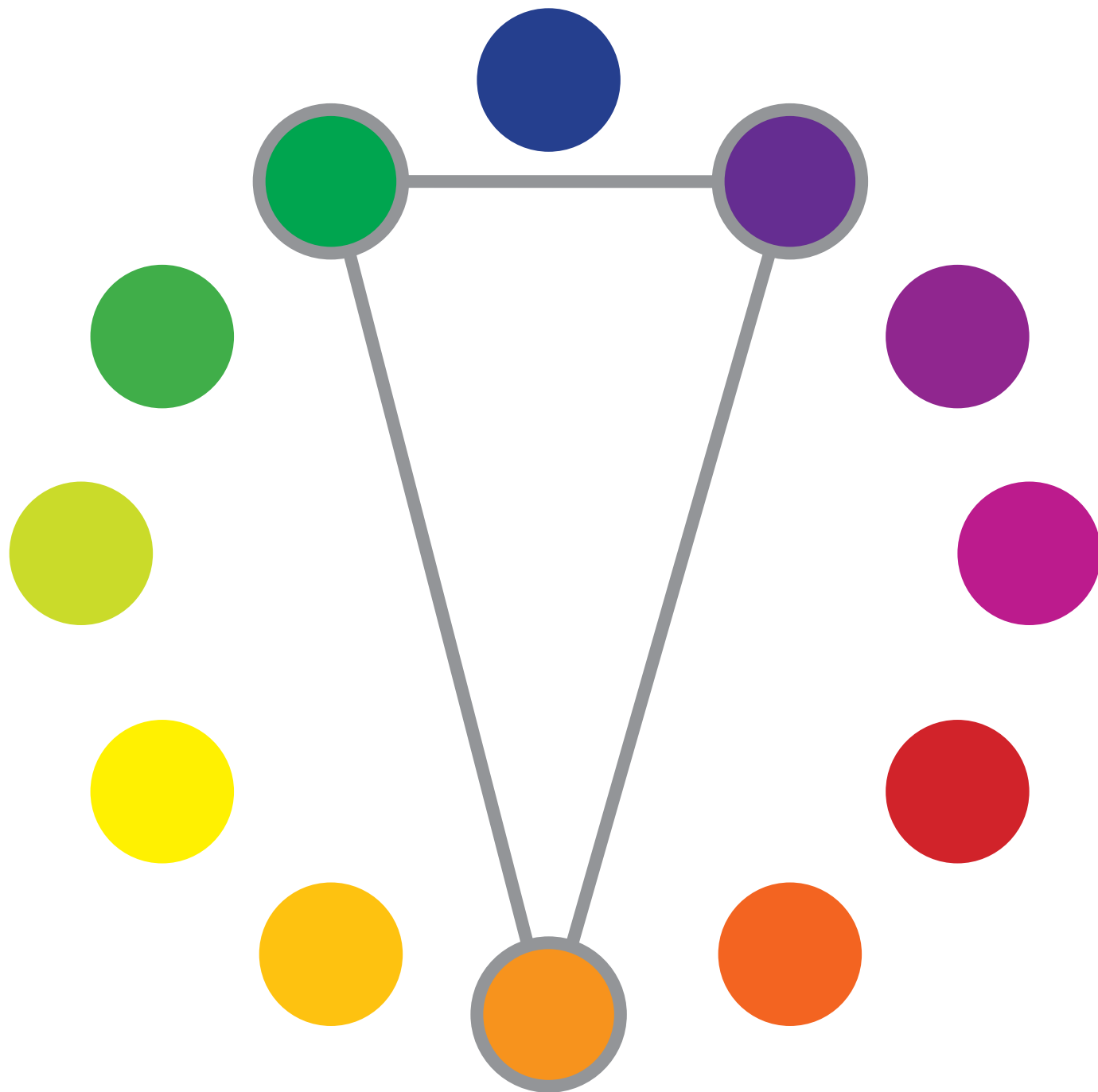


**TERTIARY COLORS**

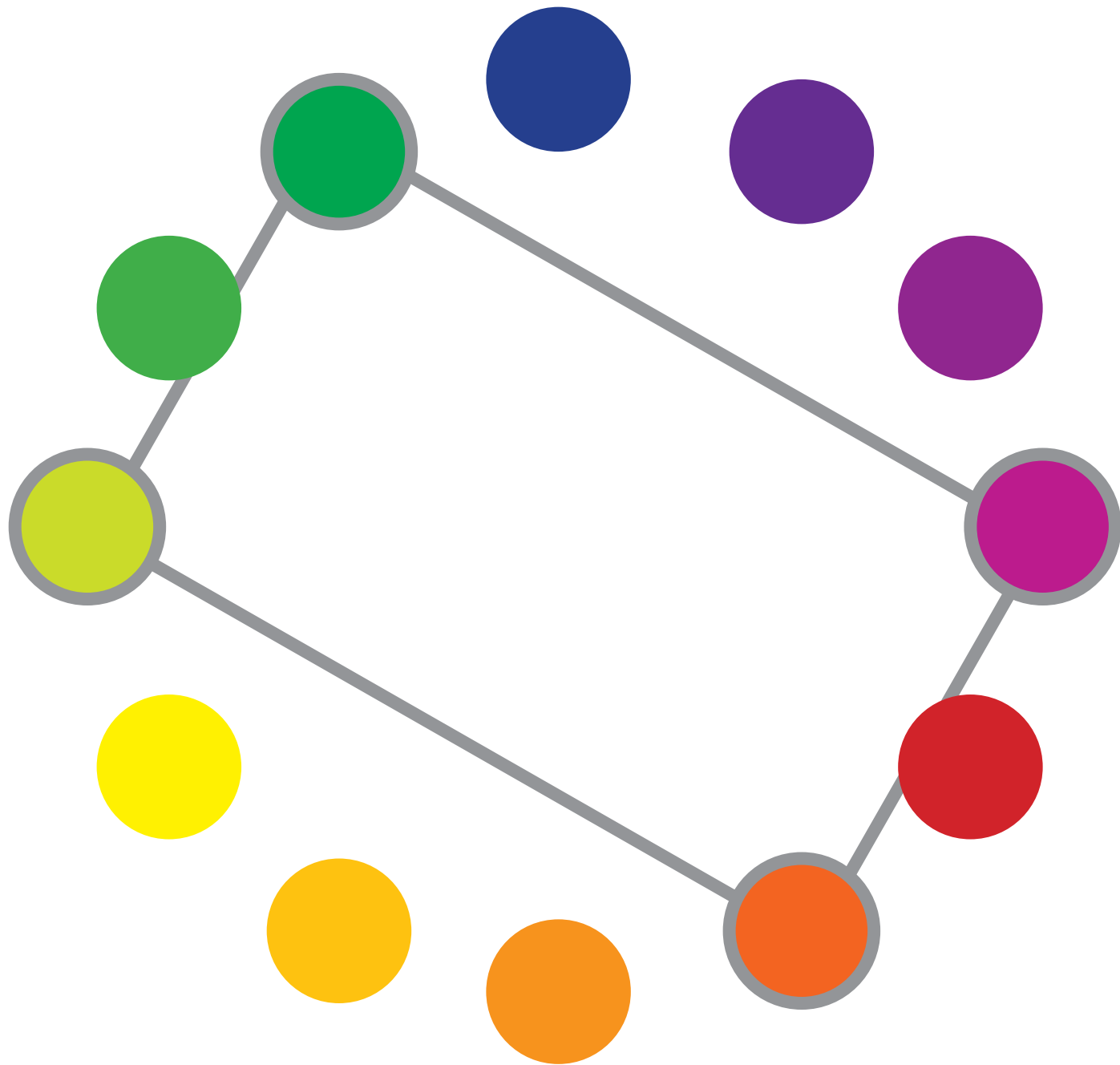


**TERTIARY COLORS**

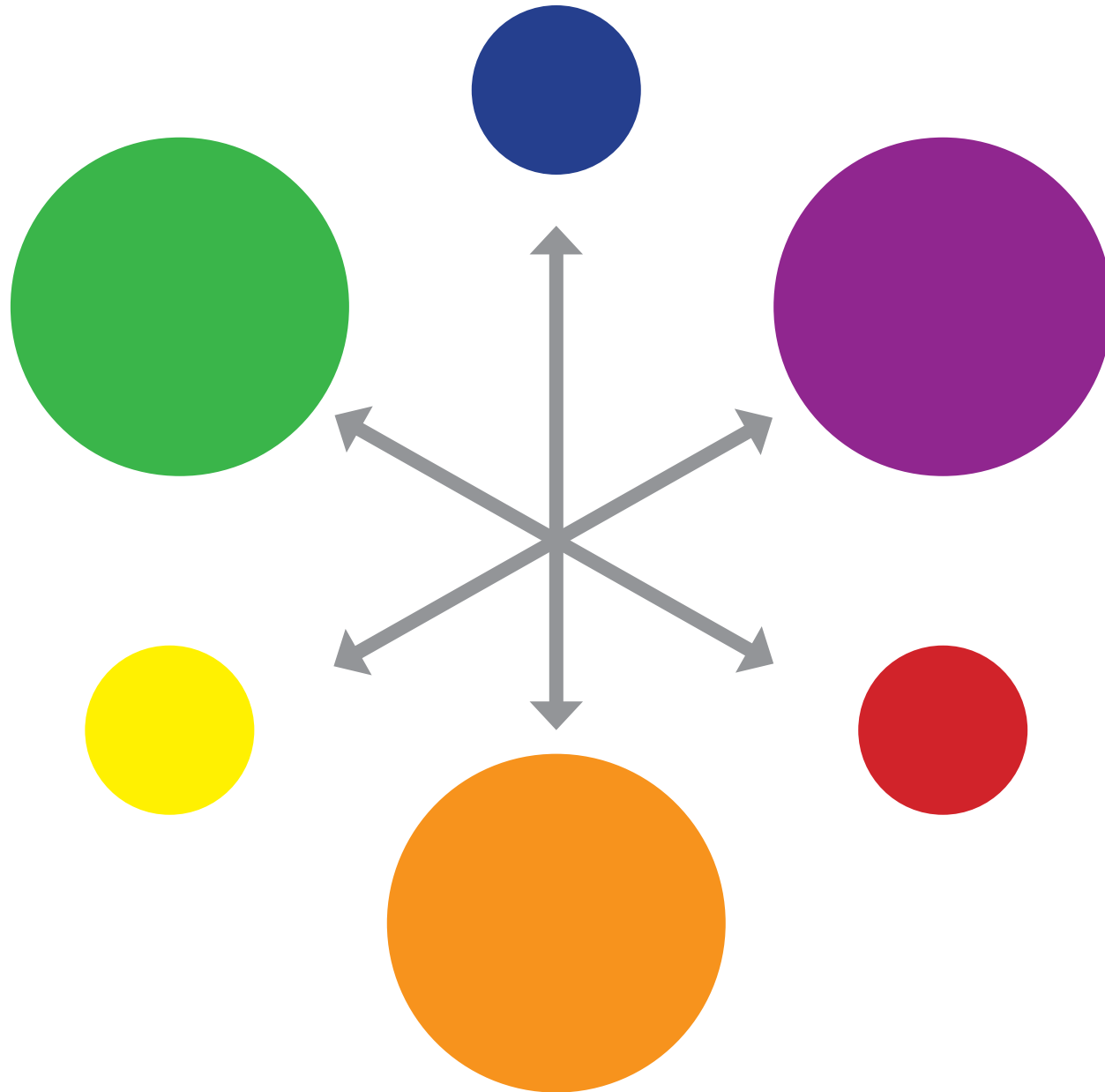




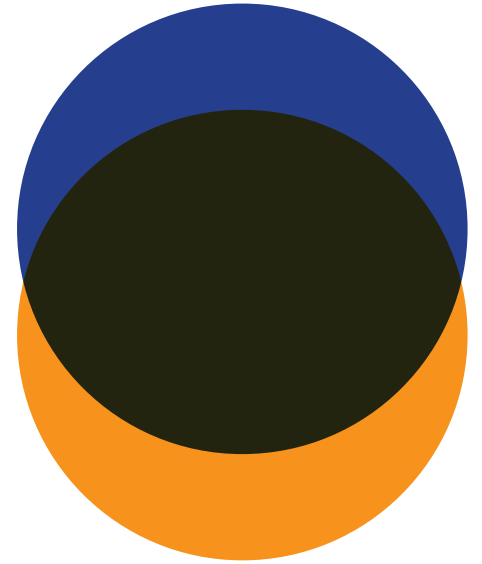
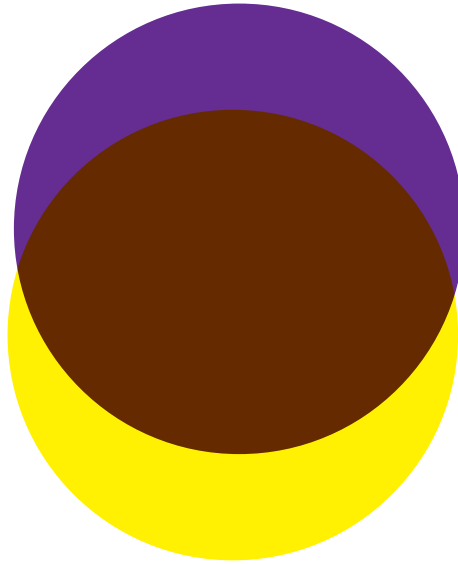
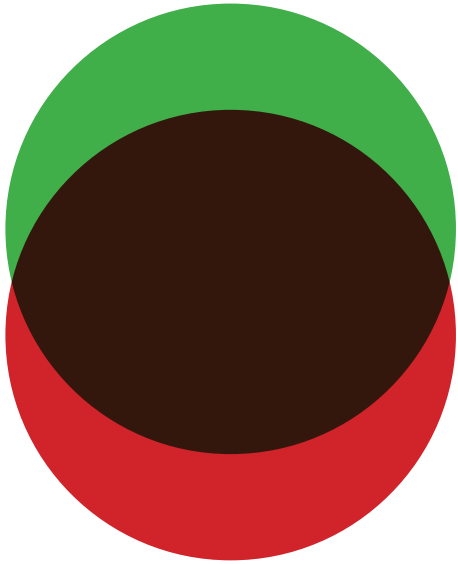
**SPLIT COMPLEMENTARY**



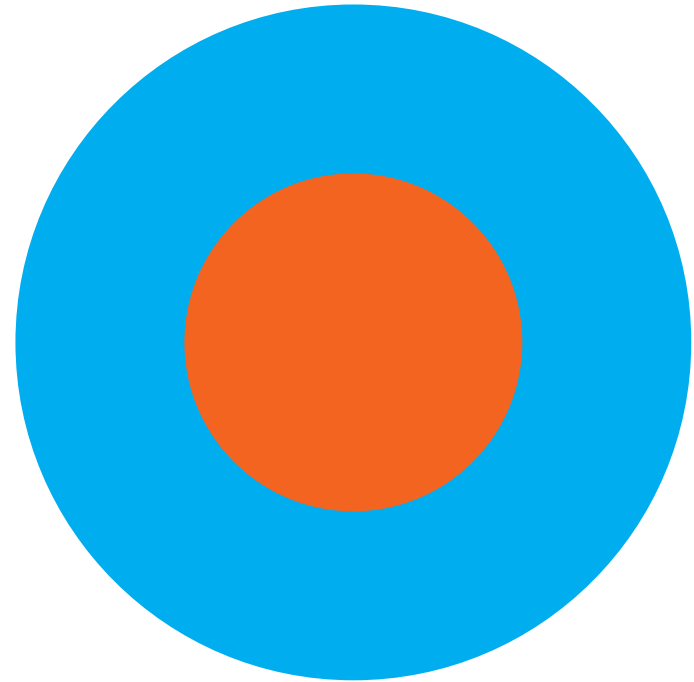
**SPLIT COMPLEMENTARY**



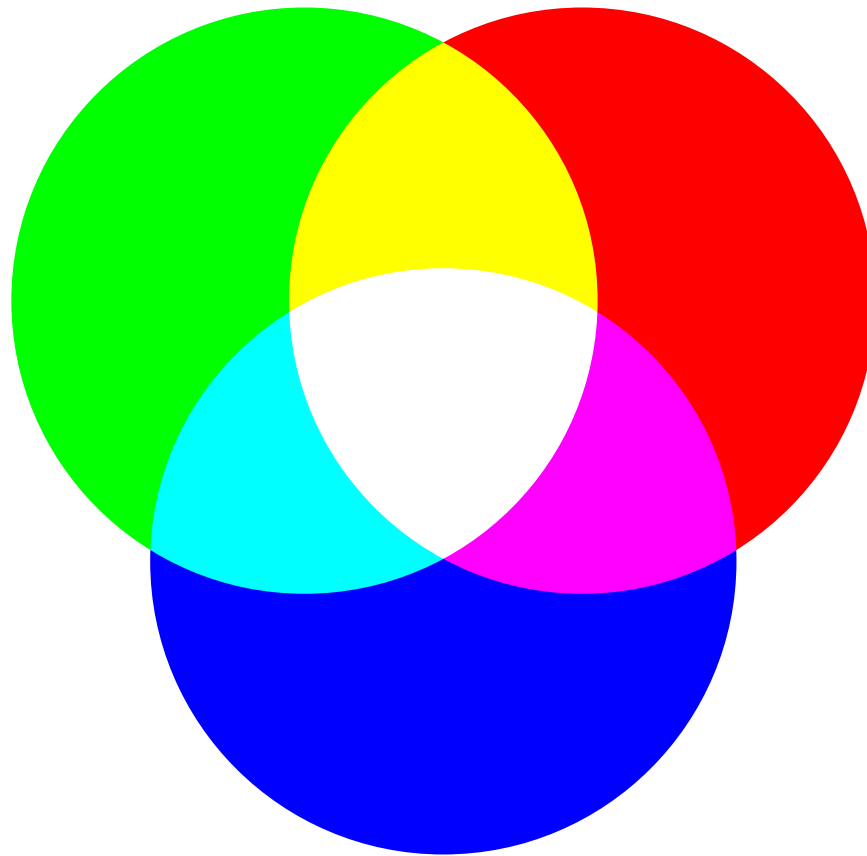
**COMPLEMENTARY COLORS**



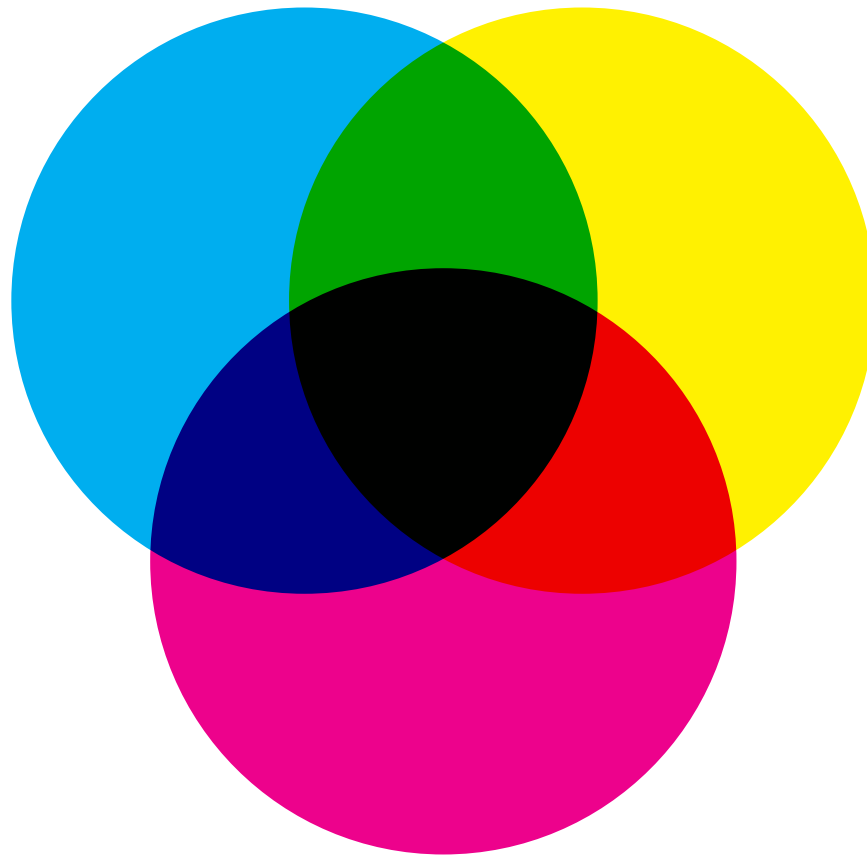
**COMPLEMENTARY COLORS**



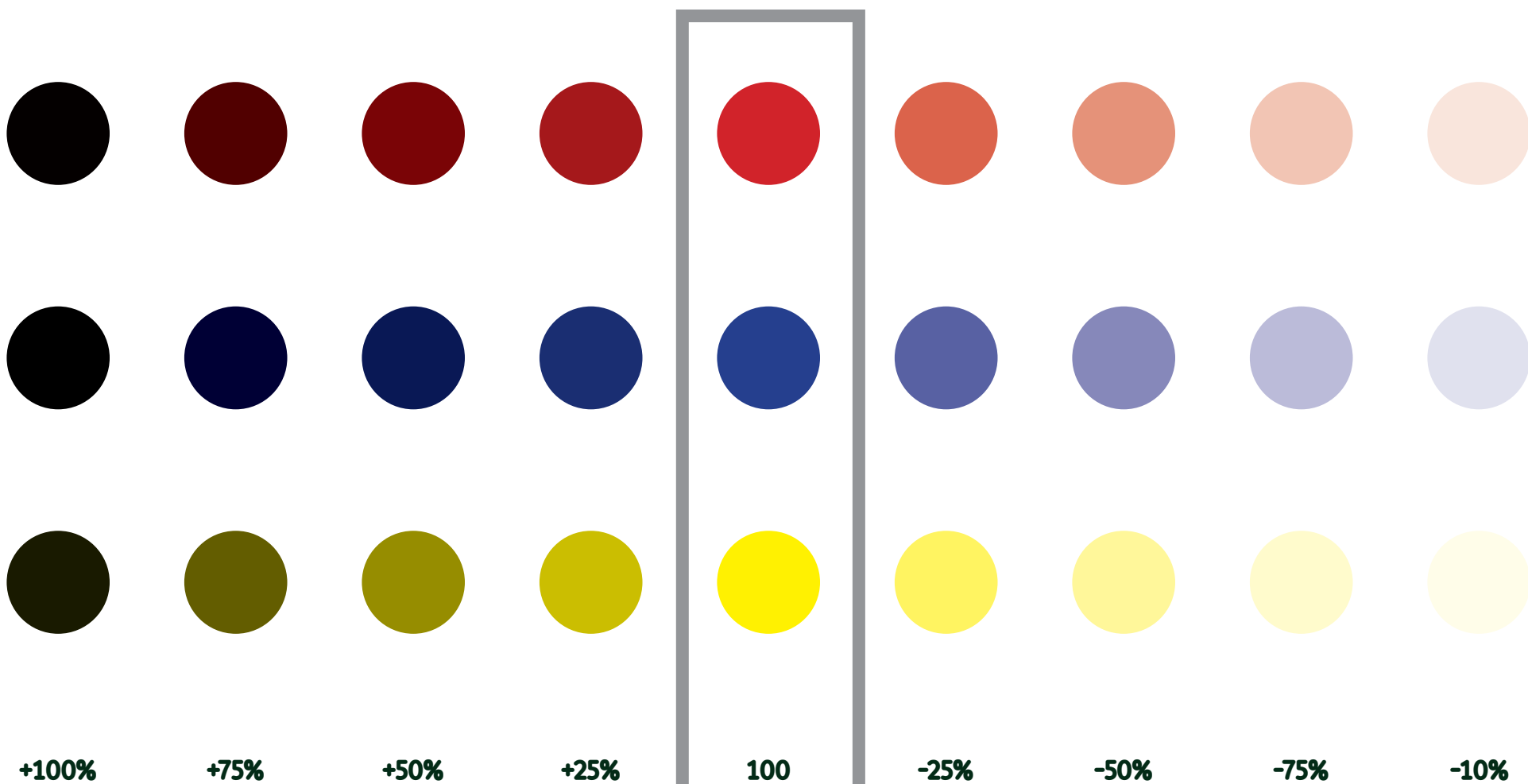
**VIBRATION**



**ADDITIVE COLOR**



**SUBTRACTIVE COLOR**



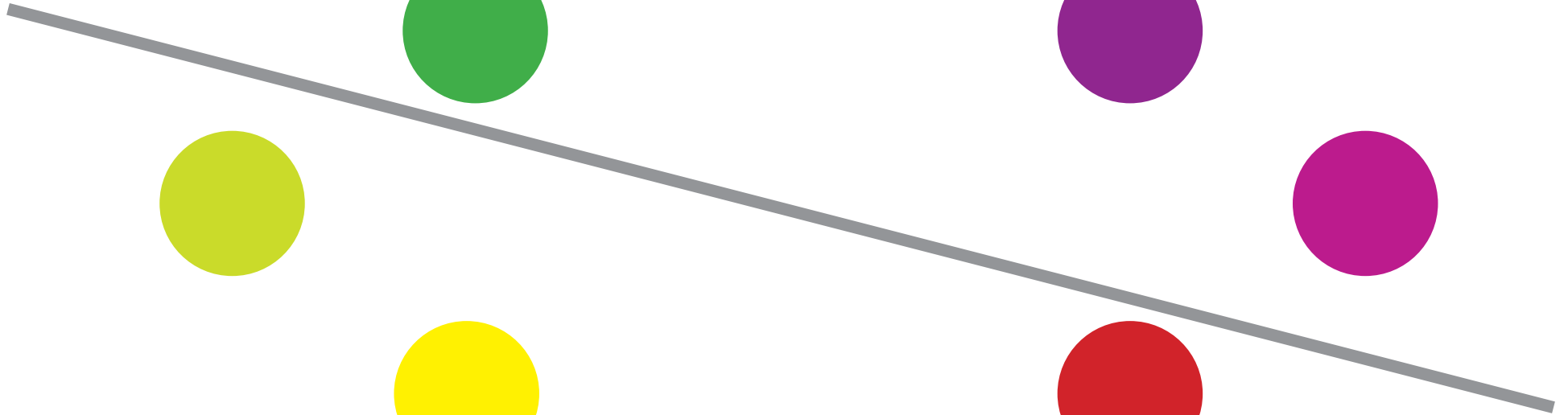
SHADE

HUE

TINT



**COOL  
RECEDING**



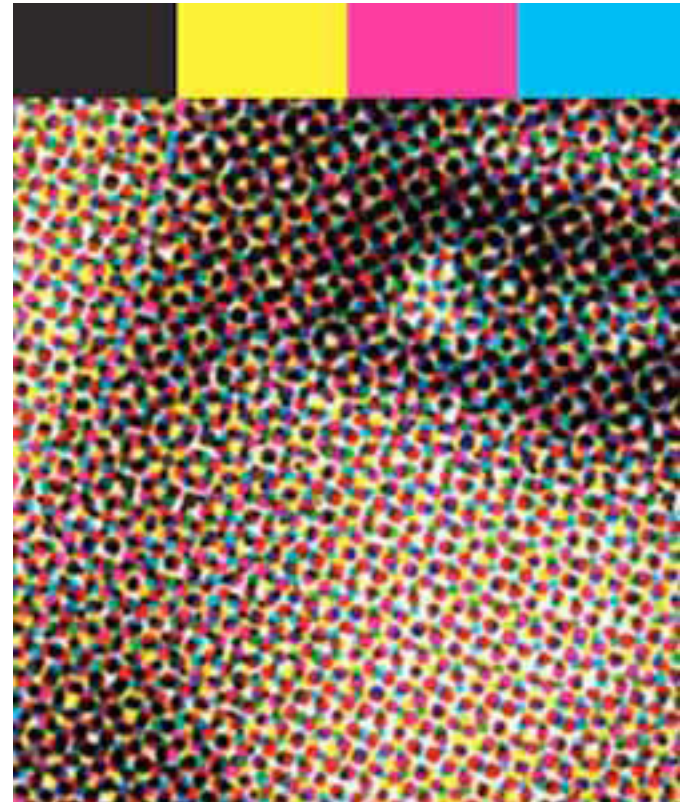
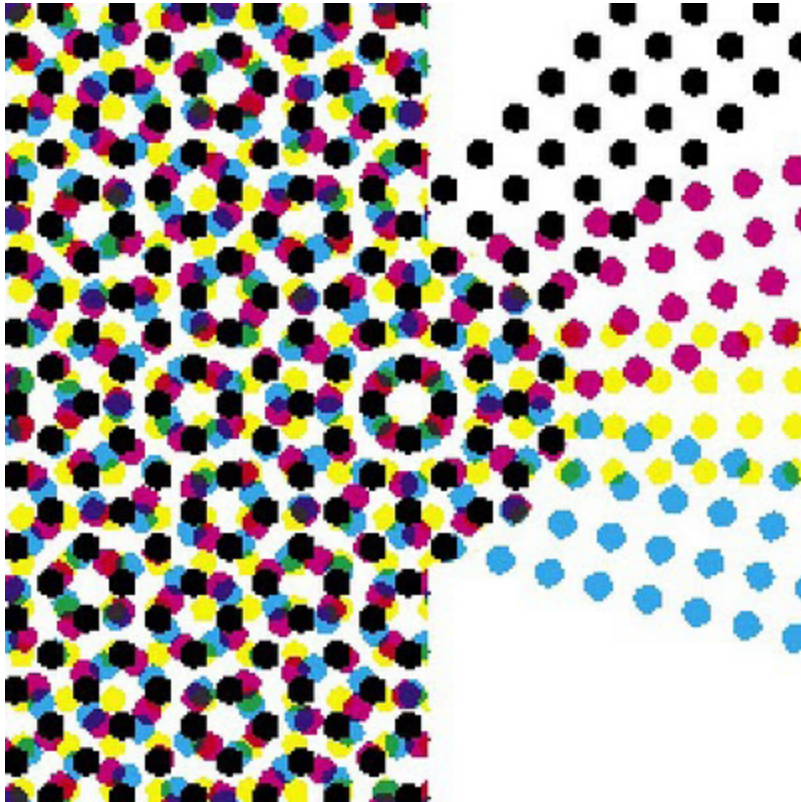
**WARM  
ADVANCING**











PROBLEM IS, WE SEE DARK THINGS AND ASSUME THEY ARE  
BLACK THINGS. WHEN, IN REALITY, IT'S VERY HARD TO FIND  
SOMETHING THAT IS PURE BLACK. ROADS AREN'T BLACK. YOUR  
OFFICE CHAIR ISN'T BLACK. THE SIDEBAR IN SPARROW ISN'T  
BLACK. WORDS ON WEB PAGES AREN'T BLACK.

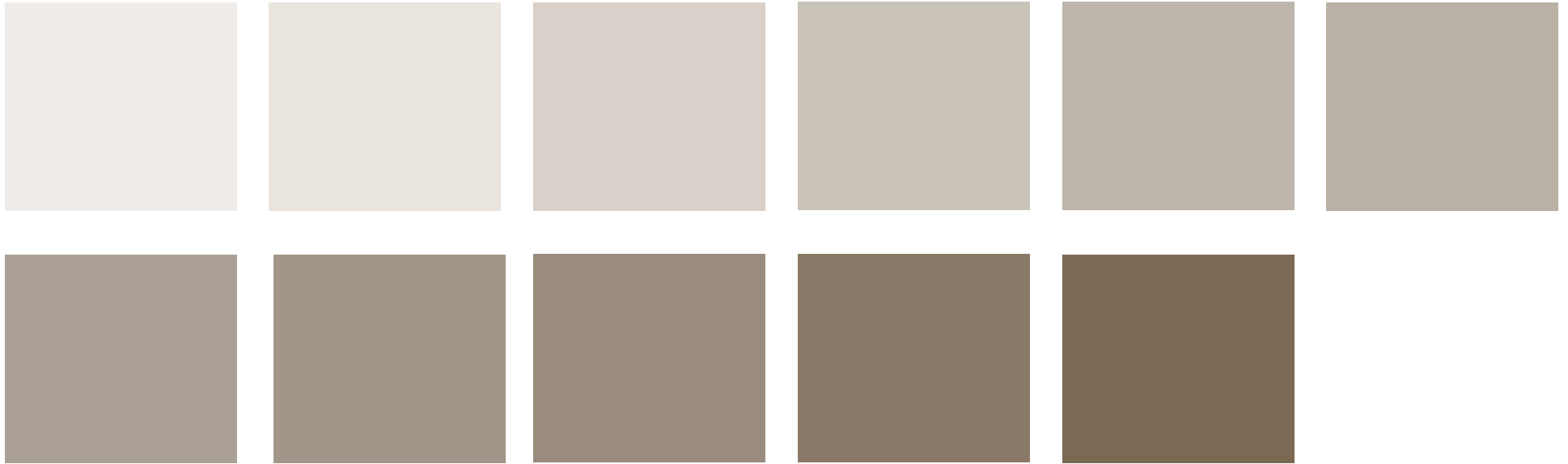
—IAN STORM TAYLOR

[HTTP://IANSTORMTAYLOR.COM/DESIGN-TIP-NEVER-USE-BLACK/](http://ianstormtaylor.com/design-tip-never-use-black/)

# PANTONE BLACKS



# WARM

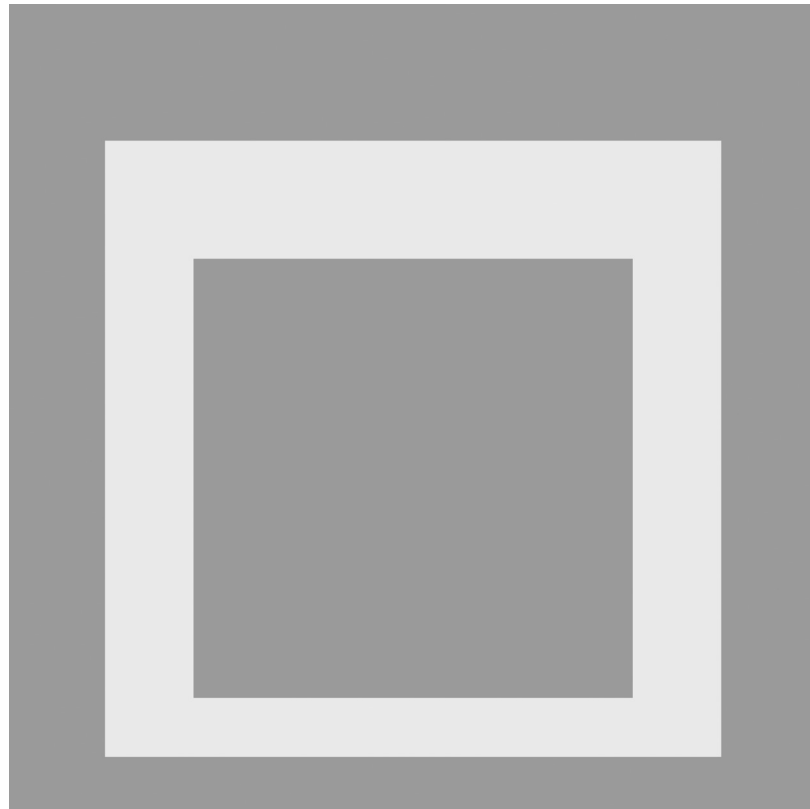


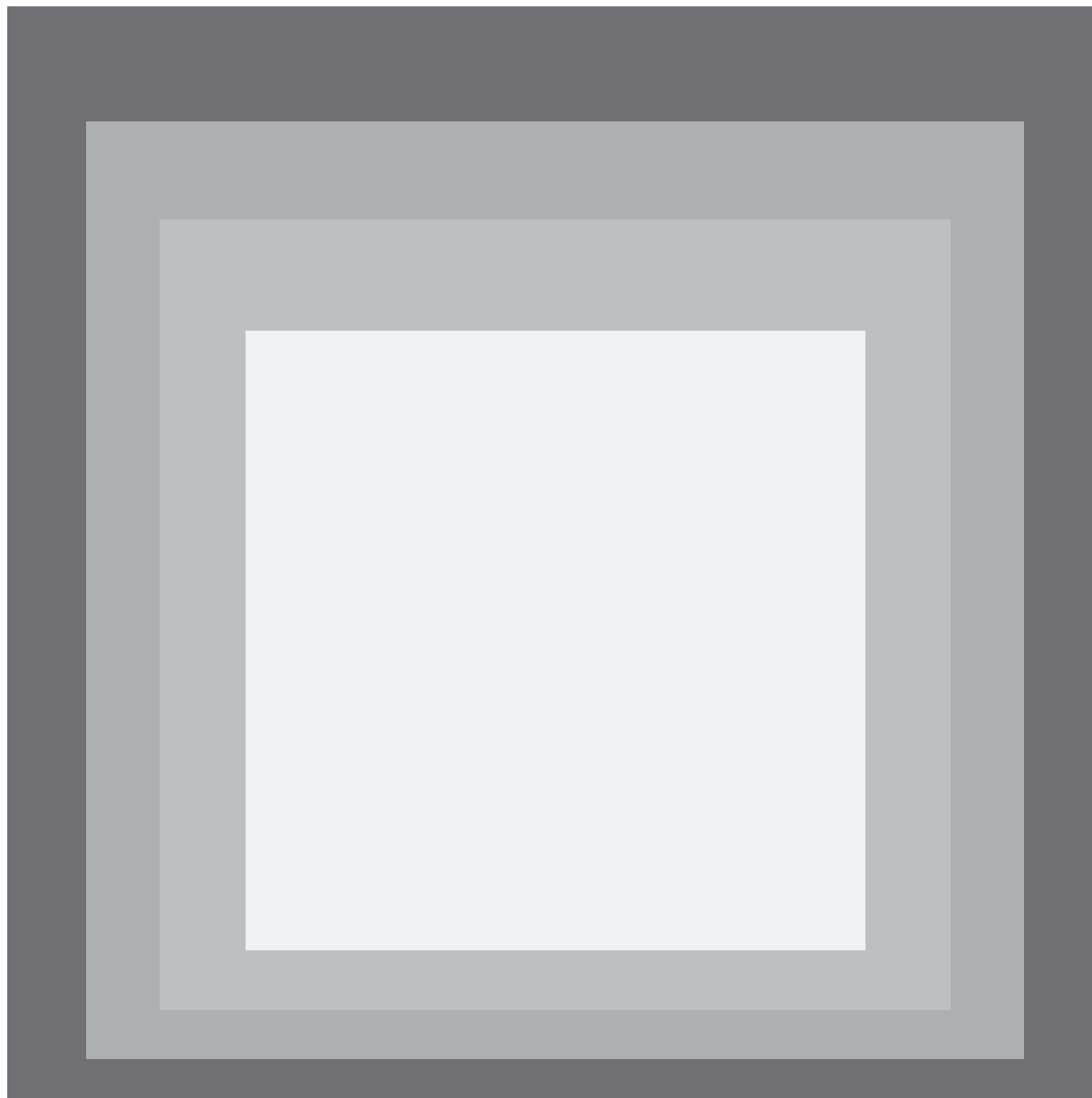
# COOL

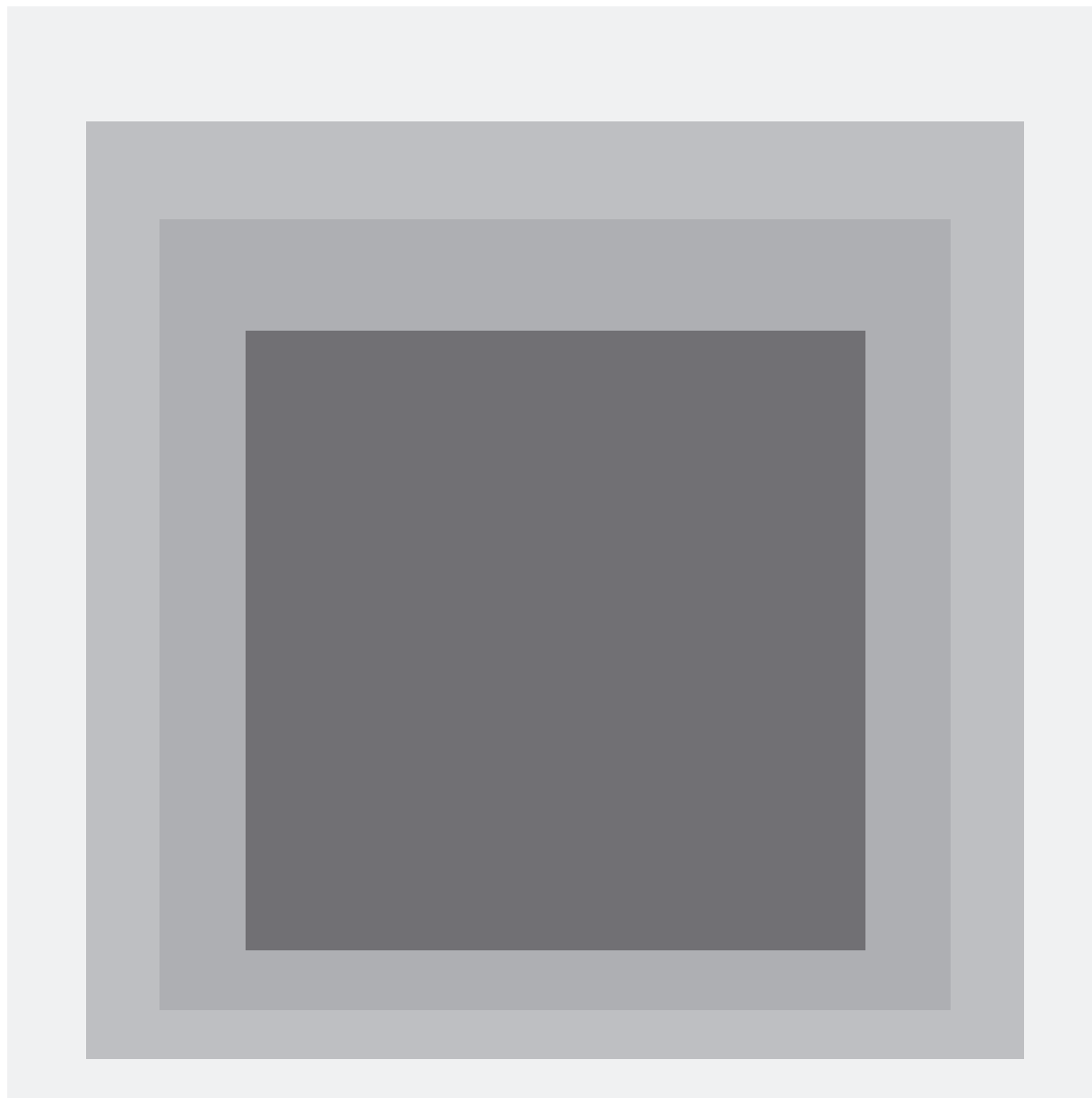












*Actual* color names  
if you're a girl ...

*Actual* color names  
if you're a guy ...



[HTTP://COLORSCHEMEDESIGNER.COM/](http://colorscheme designer.com/)