COLORS COMBINATION AND HARMONY

Cambodia Export Diversification and Expansion Program (CEDEP I)

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1. THE LANGUAGE OF COLOURS

How colours affect human behaviours
COLOR VIBRATIONS; HOW IT WORKS…

Each color has a distinct frequency or vibration due to wavelengths - velocity. Red has a larger wavelength than blue, which is proportionately much shorter.
Eyes are our prism; iris will act as the prism.
HENCE, COLORS HAVE ITS OWN UNIVERSAL LANGUAGE THAT IMPACTS PEOPLE MOOD AND BEHAVIOR

- Colors have different energies/vibration
- Colors have metabolic impact on human bodies
- Colors influence emotions / mood
- Color conveys cultural meanings
- Colors are thus used in industries to stimulate consumption...
RED

Energy
Attraction
Passion
Love
Anger
Hunger
Frustration
Stress
PINK

Romance
Tranquilizing
Feminity
Tenderness
Sensitive
Caring
Emotion
Sympathetic
YELLOW

Optimism
Happiness
Concentration
Waking-Up
Cheer
Childish
Fresh
ORANGE

Energy
Friendly
Attention
Attraction
Stand out
Thirst
Wealth
Youth
Tradition
Spirituality
BLUE

Inspiration
Trust/Loyalty
Smart
Calm
Faith
Stable
Power
Depression
PURPLE

Royal
Luxury
Sophistication
Creativity / Imagination
Spirituality
Compassion
Melancholia
Mysterious
Arrogance
GREEN

Nature
Restful / soothing / relax
Eco-friendly
Balance
Vision
Fertility
Health / healing
Envy
Jealousy
BROWN

Authentic
Serious
Stability
Structure
Support
Community
Responsibility
Practical /common sense
Dull
Unexciting
WHITE

Purity
Innocence
Cleanliness
Peace
Hope
Wholeness
Sophistication
Calm
protection
BLACK

Power / strength
Authority
Bold
Intelligence / knowledge
Rich
Elegance
Quality
Depression
Agressivity
Evil
GREY

Neutral
Impartial
Compromise
Reliability
Conservative
Formal
Boring
loneliness
### COLORS CULTURAL DIFFERENCES

Cultural differences mean that something that’s happy and uplifting in one country can be depressing in another.

<table>
<thead>
<tr>
<th>Country</th>
<th>Cultural Meaning</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHINA</td>
<td>the colour of brides, good luck, celebration, summoning</td>
</tr>
<tr>
<td>SOUTHERN CHEROKEES</td>
<td>triumph, success</td>
</tr>
<tr>
<td>INDIA</td>
<td>purity</td>
</tr>
<tr>
<td>SOUTH AFRICA</td>
<td>mourning colour</td>
</tr>
<tr>
<td>WESTERN</td>
<td>excitement, love, passion, stop</td>
</tr>
<tr>
<td>HEBREW</td>
<td>sacrifice, sin</td>
</tr>
<tr>
<td>JAPAN</td>
<td>life</td>
</tr>
<tr>
<td>CHRISTIAN</td>
<td>sacrifice, passion, love</td>
</tr>
<tr>
<td>CHINA</td>
<td>health, prosperity and harmony</td>
</tr>
<tr>
<td>JAPAN</td>
<td>life</td>
</tr>
<tr>
<td>IRELAND</td>
<td>symbol of the entire country, Catholics</td>
</tr>
<tr>
<td>EGYPT</td>
<td>mourning</td>
</tr>
<tr>
<td>JAPAN</td>
<td>courage</td>
</tr>
<tr>
<td>INDIA</td>
<td>merchants</td>
</tr>
<tr>
<td>CHRISTIAN</td>
<td>Christ's colour</td>
</tr>
<tr>
<td>MIDDLE EAST</td>
<td>protection</td>
</tr>
<tr>
<td>WORLDWIDE</td>
<td>'safe' colour</td>
</tr>
<tr>
<td>EUROPEAN</td>
<td>soothing, “something blue” bridal tradition</td>
</tr>
<tr>
<td>CHEROKEES</td>
<td>defeat, trouble</td>
</tr>
<tr>
<td>IRAN</td>
<td>mourning, colour of heaven and spirituality</td>
</tr>
<tr>
<td>CHINA</td>
<td>immortality</td>
</tr>
<tr>
<td>HINDUISM</td>
<td>the colour of Krishna</td>
</tr>
<tr>
<td>JUDAISM</td>
<td>holiness</td>
</tr>
<tr>
<td>EUROPEAN</td>
<td>happiness, hope, joy, cowardice, hazards, weakness</td>
</tr>
<tr>
<td>EDT</td>
<td>imperial, sacred</td>
</tr>
<tr>
<td>CHINA</td>
<td>royalty, nourishing</td>
</tr>
<tr>
<td>EGYPT</td>
<td>mourning</td>
</tr>
<tr>
<td>JAPAN</td>
<td>money</td>
</tr>
<tr>
<td>WESTERN</td>
<td>spring, new birth, go, Saint Patrick’s Day, Christmas (with red)</td>
</tr>
<tr>
<td>EUROPEAN</td>
<td>marriage, angels, doctors, hospitals, peace</td>
</tr>
<tr>
<td>JAPAN</td>
<td>life</td>
</tr>
<tr>
<td>IRELAND</td>
<td>mourning, white</td>
</tr>
<tr>
<td>CHINA</td>
<td>carnation symbolizes death</td>
</tr>
<tr>
<td>THAILAND</td>
<td>neutral colour</td>
</tr>
<tr>
<td>AUSTRALIAN</td>
<td>colour of the people, ceremonial ochre</td>
</tr>
<tr>
<td>ABORIGINALS</td>
<td></td>
</tr>
</tbody>
</table>

**Note:** The above table lists cultural meanings associated with various colors in different countries and cultures.
BRAND USE OF COLORS

“Brand” = "name, term, sign, symbol or design, or a combination of them intended to identify a company’s products or services." / "idea" of company or product.

Brands rely on color as a key factor in their instant recognition. Color increases brand recognition by up to 80 percent.

Brands and color is instantaneous method for conveying meaning and message without words.

Color is the visual component people remember most about a brand.

Research has reinforced that 60% of the time people will decide if they are attracted or not to a message - based on color alone!
COLORS IN FASHION

TIMELESS COLORS

- ROYAL BLUE
- BLACK
- SOFT GREY
- CAMEL
- BEIGE
- WHITE
- KAKI
- DARK GREY
LUXURIOUS COLORS

PLUM
ROYAL BLUE
WHITE
SAFFRAN
VERMEILLE RED
BLACK
IVORY
CLASSIC COLORS

- KAKI
- BLACK
- BORDEAUX
- BROWN
- BEIGE
- WHITE
- CAMEL
- DARK GREY
CHIC COLORS

- BLACK
- VERMEILLE RED
- SOFT GREY
- TURQUOISE
- DARK GREY
- IVORY
- WHITE

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Colours & Style
**Meaning in color**

**Earhtones**
Gentle browns, blues. Calming, sinks into the page

**Cool**
Soothing, restful, calm

**Unnatural colors**
Alarming, unnerving, draws attention.

**Warm**
Optimistic, active, vivid

**Increasing color intensity**
Increasing saturation and brightness draws the eye and means the point is more important
C. Product Design

Common colour combinations

BEAUTIFUL

ROMANTIC

BEIGE TONES

COOL TONES

EARTH TONES

WARM TONES
BRAND IDENTITY COLOURS

BLACK AND WHITE
Coco Chanel favorite colors

EARTHY ORANGE: ORANGE HERMES
Univers of Horses: down to earth quality

BRIGHT GREEN
Italian pullover family business. Very engage in social political and environmental issues - chocking
CONCLUSION:

If colours have a language then Brand Identity Colour(s) tell(s) about your brand:

• Story
• Personality
• Vision
• Mission
2. COLOR THEORY AND HARMONY

How colours are build and interact
COLOURS WHEEL
**Primary colours:** pure colours/fundamental colours that cannot be achieved from a mixture.

**RED, BLUE, and YELLOW.**

All colours are created from these primary colours.
SECONDARY COLOURS

Secondary colours: equal mix of 2 primeries colors:

GREEN, ORANGE, AND VIOLET
TERTIARY COLOURS

Tertiary colour:

Primery + Secondary: Tertiary

BLUE-GREEN, BLUE-VIOLET, RED-VIOLET, RED-ORANGE, YELLOW-ORANGE, and YELLOW-GREEN
RECAP!

Primary Colors

Primary and Secondary Colors

Primary, Secondary, and Tertiary Colors
When adding white or black: Light and dark colors
ALL EXISTING COLORS
HUE, TINT, TONE, & SHADE

**HUE** = pure color

**TINT** = hue + white,

**TONE** = hue + grey,

**SHADE** = hue + black

Now you have all colours!!
COLOR TEMPERATURE

COOL COLOURS

WARM COLOURS
COLOURS FOR TARGET MARKET AND TRENDS

Creation of market oriented/realistic colour range
COLOR HARMONY FORMULA

DEFINITION: Color Harmony:
"Colors seen together to produce a pleasing affective response are said to be in harmony ».

Tentative formula for perfect colors’ range:

**Color Harmony: \( f(1, 2, 3, \ldots) \cdot (ID+CE+CX+P+T) \)**

Wherein, color harmony is a function \( f \) of the interaction between color/s \( (Col 1, 2, 3, \ldots, n) \) and the factors that influence positive aesthetic response to color:

- \( (ID) \): individual differences, such as age, gender, personality and affective state;
- \( (CE) \): cultural experiences,
- \( (CX) \) the prevailing context, which includes setting and ambient lighting,
- \( (P) \) perceptual effects
- \( (T) \) and the effects of time in terms of prevailing social trends.
People tend to prefer colors that duplicate the colors relating to their climate.
SEASONAL COLOURS

Collections are usually made for two seasons:

Autumn/Winter & Spring/Summer
GENERAL FAVOURITE COLORS BY GROUP AGE

FAVORITE COLOR BY AGE GROUP!
0-18   19-24   25-35   36-50   51-69   70+

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CLASS DIFFERENCES

Working class =
• bright and warm primary and
• secondary colors of the rainbow

Wealthier people =-
• tertiary colors
• shades and
• tints of primary and secondary colors
CORPORATE COLOR PREFERENCES

The more serious the business, the darker the colors - dark blue, dark green, dark red, indigo, black, gray.

The more casual and light-hearted the business, the brighter and lighter the colors - red, orange, yellow, bright green, bright blue, pink and purple.
BRAND IDENTITY COLOURS + PRODUCTS COLOURS

BLACK AND WHITE
Timeless sophisticated elegance

EARTHY ORANGE: ORANGE HERMES
Timeless classic luxury

BRIGHT GREEN
Fresh, young and casual
TRENDS

How to Include Trends Into Your Colour Range
Clear, simple and with a hint of romance, this style exudes a sense of freedom and lightness. Transparencies, the fleeting play of light, filigree forms and a gossamery colour scale create a natural feel-good atmosphere for moments lost in thought.

Light blue, lime green and soft wood tones harmonize with restrained white and grey nuances.

Fine materials and delicate patterns are combined with sensitivity – all things overladen and overdone are foreign to this poetic zen trend.
CRAFT + CULTURE

Harking back to one's origins induces a keen appreciation of traditional materials, forms and manufacturing methods. Experimental hybrids explore the fusion of cultures and the combination of conventional production techniques with modern ones. Tapestry and textile art, ceramics, basketry, picturesque colorization and unusual tactile sensations inspire imaginative design. The irregular and the intentionally unfinished are presented in powerful chamomile yellow, tourmaline, claret, indigo blue and rusty brown.
HISTORY + ELEGANCE

Historical allusions and luxurious materials are the starting point for modern designs full of elegance and passion. Dark mahogany, midnight blue and caviar black celebrate an impulse towards the dreamlike and mystical – rosé, shimmering pearl and shiny bronze tones set theatrical colour accents. The finest materials with sensuous surfaces and decorative patination provide for opulence and glamour, artistically presented and combined with high-tech accoutrements.
HUMOUR + CURIOSITY

The playful, carefree spirit of childhood plays godfather to this optimistic design trend that greets the everyday with a smile. Cheerful colours such as mint, orange, rosé, nougat and graphite in a bold mix meet unusual materials and a variety of uncomplicated shapes. The design credo is “Humour“ – and unorthodox solutions provide for remarkable surprises. An overtly spontaneous look for all with a penchant for the whimsical, the outlandish and the bizarre.
Patterns’ trends: Autumn/winter 2015/2016

Sober tons and natural fabrics
Patterns’ trends: TrendArt

Art invite itself into fashion textiles patterns, leading to aquarel motives and acrylic tons… Inspiring for ikat motifs
Other patterns and techniques
Indigo and china porcelaine
Flowers and flowers

Flowers again, with white background for summer and winter with black and strong/warm tones
Natural inspiration vegetal and animal colors, patterns and fabric textures
Mysterious and sophisticated natural colours and animal inspiration
Preserved Nature Inspiration
Used/oxydation and technology effects
Monochrones in deep and beautiful hues for winter 2016
Ethnic bohemian traveler: SS 2016
Young & innovative & engaged
Special US: complementary & bright colours
Blue see and elements

**SS16 Global Color Directive**

Our renowned color experts bring you their early color directive, getting color right the first time is always our priority. Check out 7 key palettes that will inspire your product development for months to come.

STORMY WEATHER

- Midnight 12-3921 TPX
- Deep Ocean 18-3854 TPX
- Turbulent Sea 18-4332 TPX
- Thunder Storm 18-0000 TPX
- Patch of Sky 16-4120 TPX
- Clover Cover 18-0000 TPX
Tropical Moods

CAROLINE CUPCAKE 2015/16 TREND

tropical leaves
WOMENS FW 15/16 SEASONAL COLOR ANALYSIS

ITC
BRAND IDENTITY COLOURS + PRODUCTS COLOURS + TRENDS

BLACK AND WHITE
Timeless sophisticated elegance

EARTHY ORANGE: ORANGE HERMES
Timeless classic luxury

BRIGHT GREEN
Fresh, young and casual
To resume, some designers propose the following structure to create a color story

1. **Basic colours:**
   - Timeless colours, which go through time and ages
   - Universal colours, appreciated everywhere
   - Colours that sell

2. **Seasonal colours**
   - Target season of the collection: Fall/Winter or Spring/Summer

3. **Fashion colours**
   - Based on latest trends
   - As they have short life cycle, better use in small amount

4. **Accent colours**
   - In small amounts, together with basic colours in order to give link between products assortment – details,
COLOUR’S COMBINATION
How to Blend Colours When Developing a Product
2. COLOURS/HUES CONTRAST

High contrast (true contrast)

Primary colors

Medium contrast

Secondary colors

Low contrast

Tertiary colors
1. TINT AND SHADES CONTRAST

- Low key contrast
- Medium key contrast
- High key contrast
3. SATURATION CONTRAST

HUES + GREY

LOW CONTRAST

HIGH CONTRAST
3. SATURATION CONTRAST

Most people find these combinations ugly.

Most people prefer this combination.
4. COMPLEMENTS CONTRAST
5. TEMPERATURE CONTRAST / WARM & COLD
6. EXTENSION/PROPORTION CONTRASTS (COLOURS BRIGHTNESS/LUMINOSITY)
EXTENSION CONTRAST

- Yellow: 9
- Orange: 8
- Red: 6
- Violet: 3
- Blue: 4
- Green: 6
MONOCHROME COLOUR COMBINATIONS
ANALOGOUS COLOUR COMBINATIONS
COMPLEMENTARY COLOUR COMBINATIONS
SPLIT-COMPLEMENTARY COLOUR COMBINATIONS
TRIADIC (TRIANGLE) COLOUR COMBINATIONS
TETRIC (RECTANGLE) COLOUR COMBINATIONS
ACHROMATIC COLOUR COMBINATIONS
USE OF ACHROMATIC WITH HUES

black decreases saturation or brightness

White shows off hues
COMBINING COLOURS SCHEMES AND CONTRAST TO CREATE HARMONY
COLOUR CONTRASTS SUMMARY
MOTHER NATURE IS OFTEN GIVES PERFECT INSPIRATIONS IN TERMS OF COLOURS AND PATTERNS
INSPIRATION FROM OWN ENVIRONMENT TO TELL ABOUT OUR COUNTRY
INSPIRATION FROM YOUR CULTURE
KIND OF ATMOSPHERE, SPECIAL LIGHT, CERTAIN MOOD...
WEB LINKS

COLOUR SCHEME DESIGNER: paletton.com
COLOR WIZARD: colorsontheweb.com
KULER: color.adobe.com
COLORS ON THE WEB: www.colorsontheweb.com
INFOHOUND: http://infohound.net
CSS DRIVE’S IMAGE TO COLORS PALETTE GENERATOR: http://www.cssdrive.com
COLOR BLENDER: http://www.colorblender.com