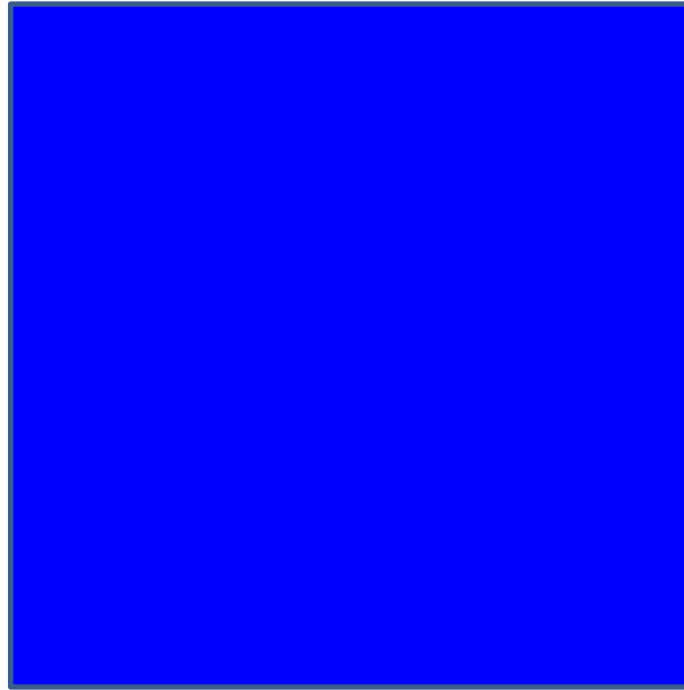




COLOR

color is made up of three parts



hue

A true color

Hue is somewhat synonymous to what we usually refer to as "colors". Red, green, blue, yellow, and orange

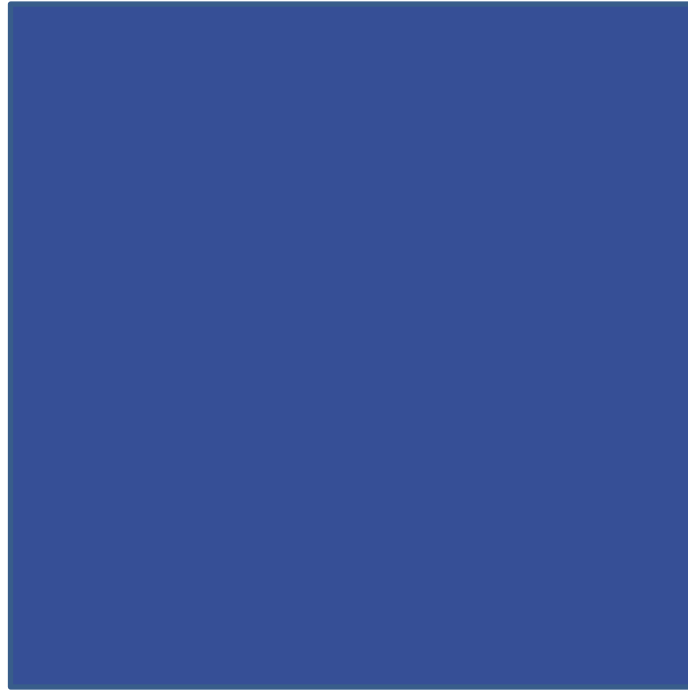
color is made up of three parts



value

The measurement of the brightness of a color.
The brighter a color is, the higher is its value and the more light it emits.

color is made up of three parts

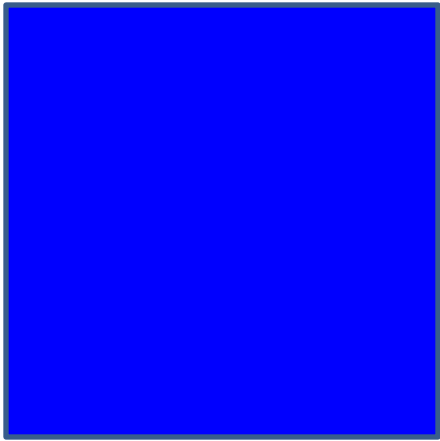


saturation

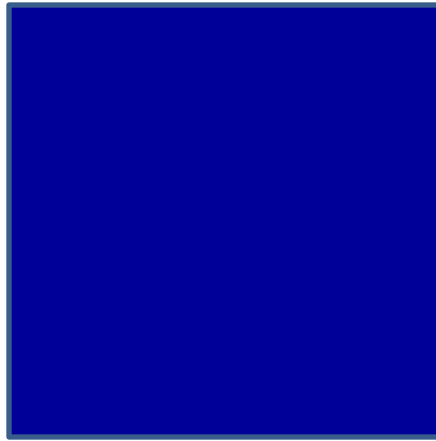
A color's intensity.

Saturation is not really a matter of light and dark, but rather how pale or strong the color is.

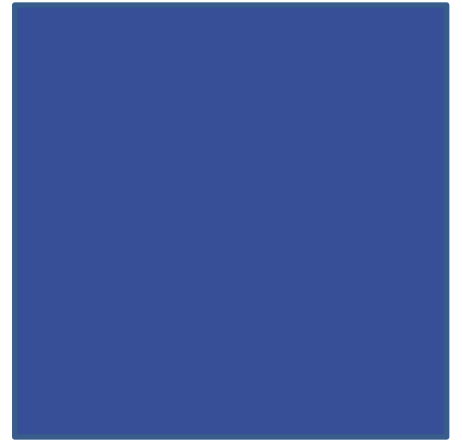
color is made up of three parts



hue

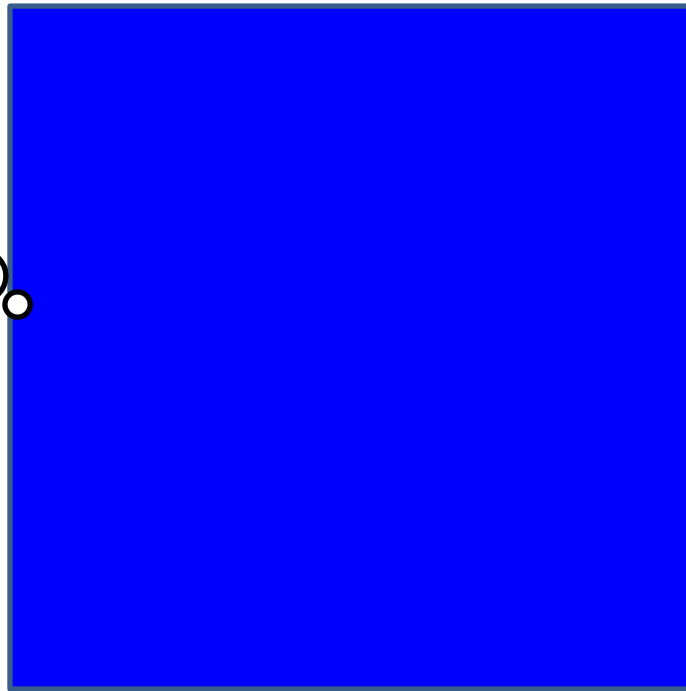


value



saturation

A color can't be a color without a hue!



hue

THE COLOR WHEEL?!?

THE COLOR WHEEL?!?



**Most artist color wheels will have 12
basic hues on it**

primary



secondary

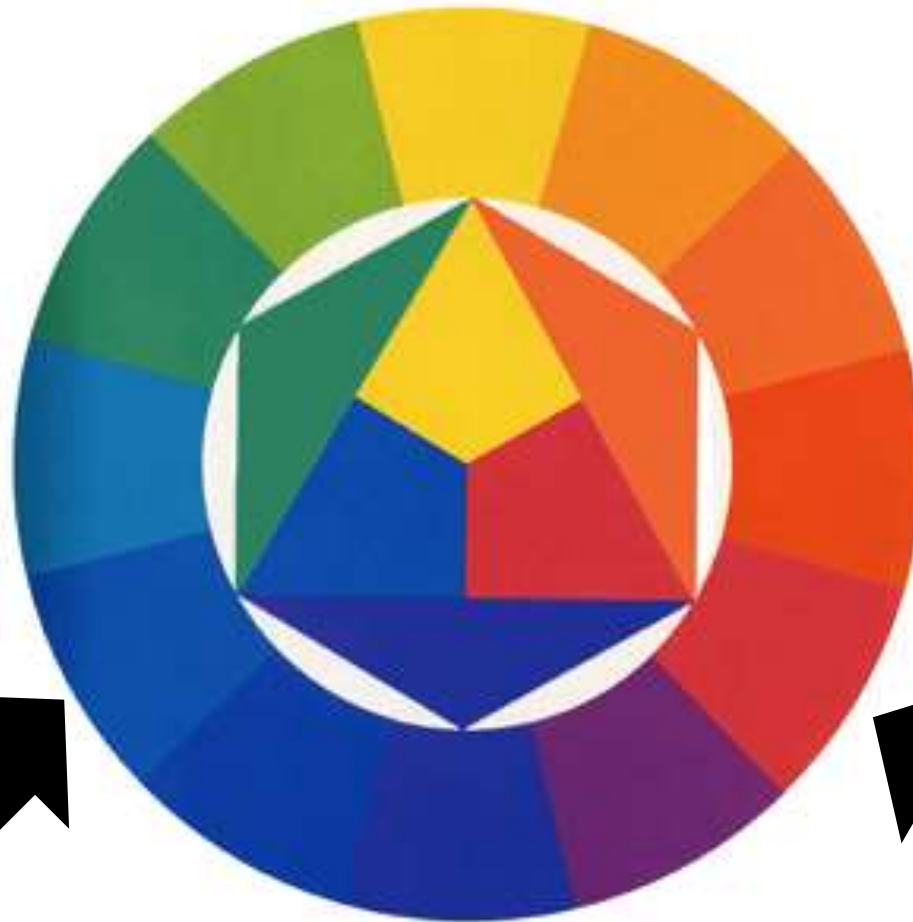
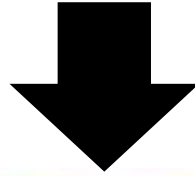


tertiary

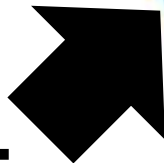


PRIMARY COLORS:

YELLOW

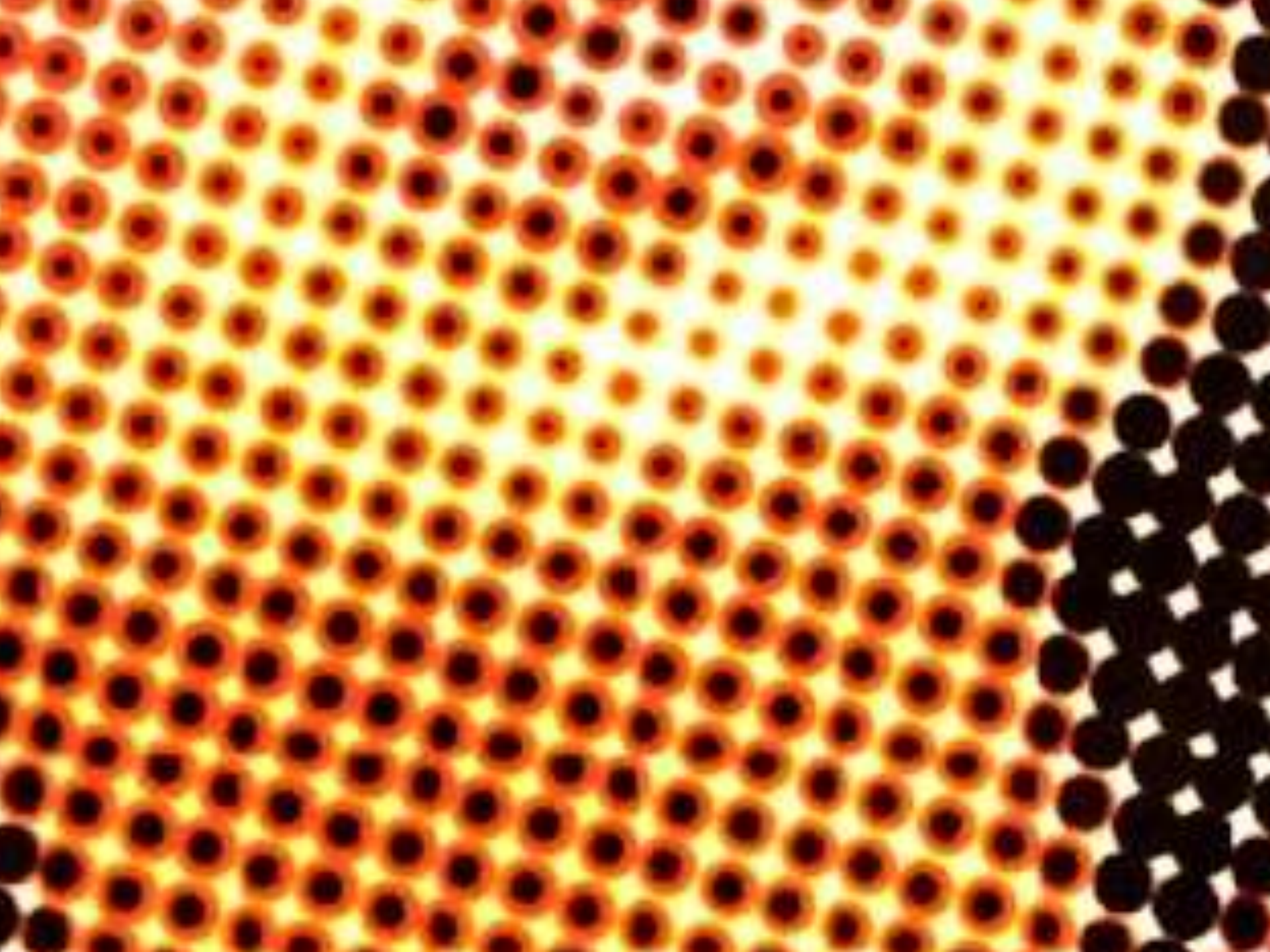


BLUE



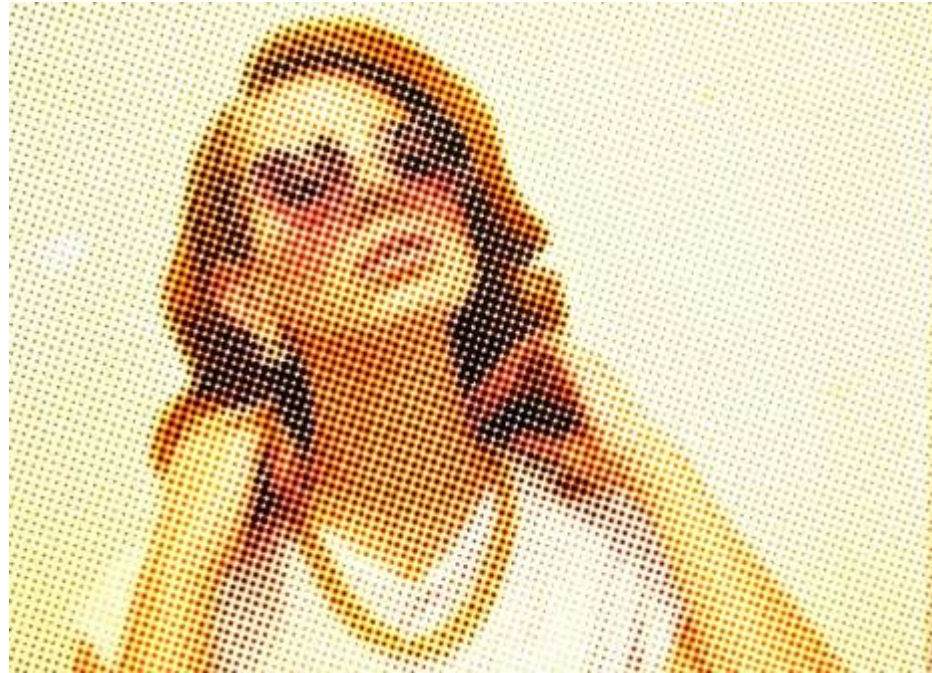
RED

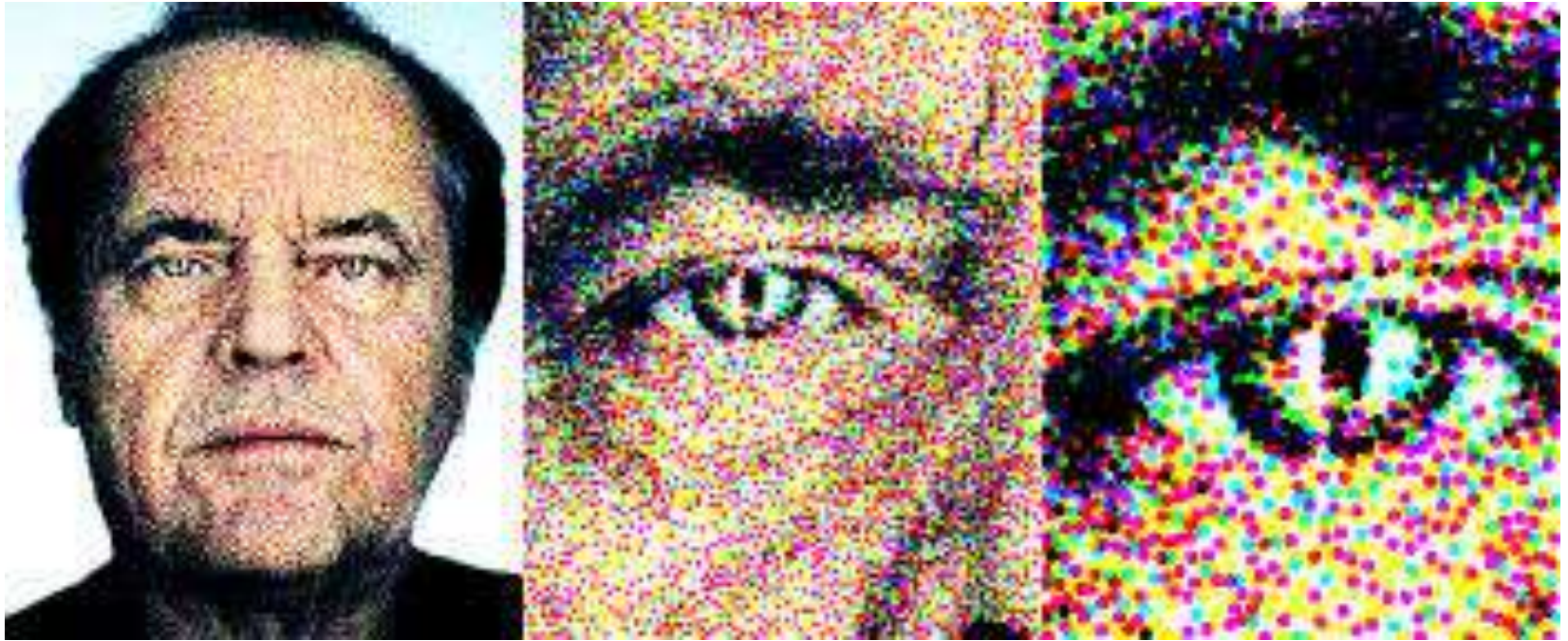




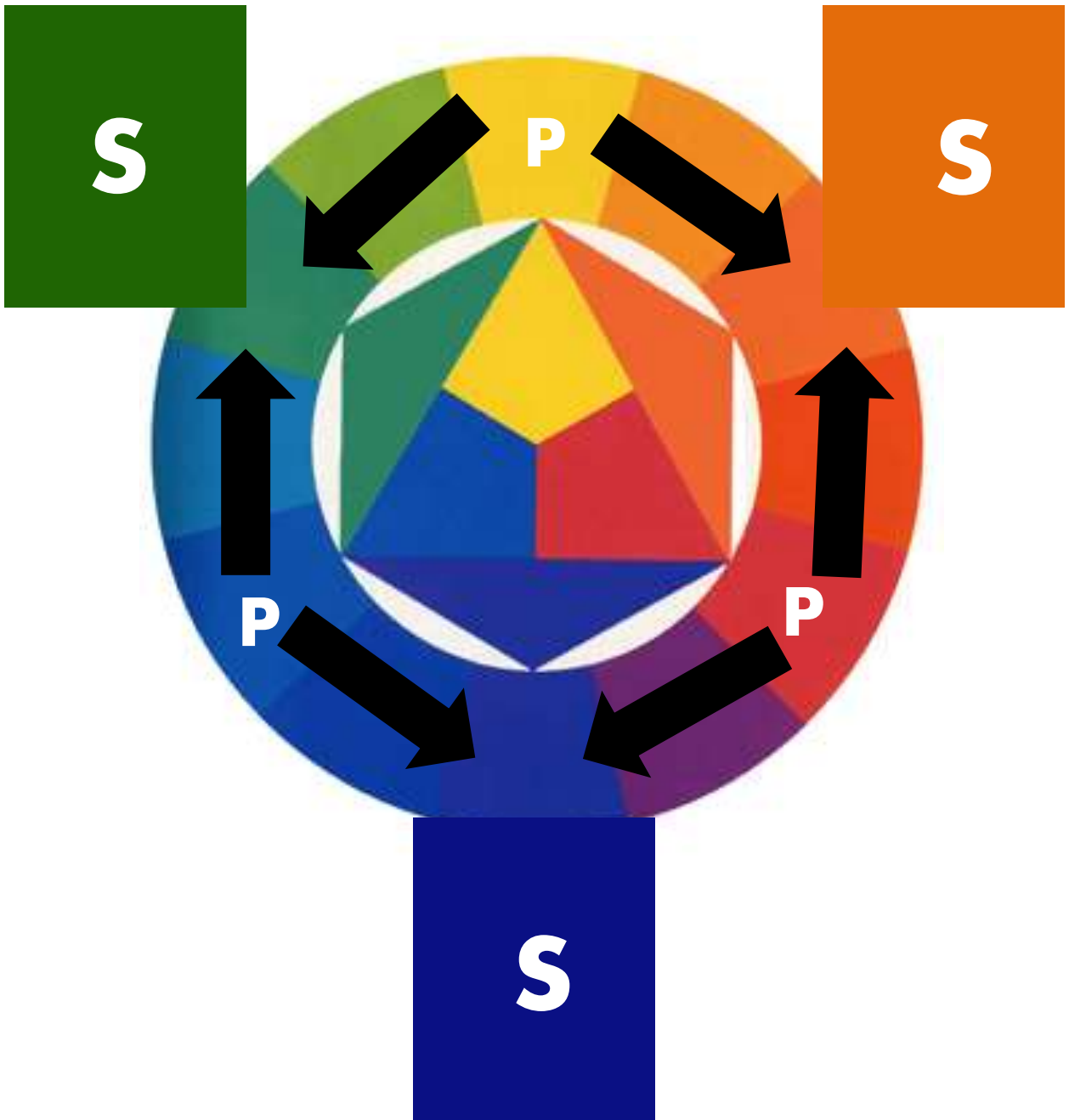




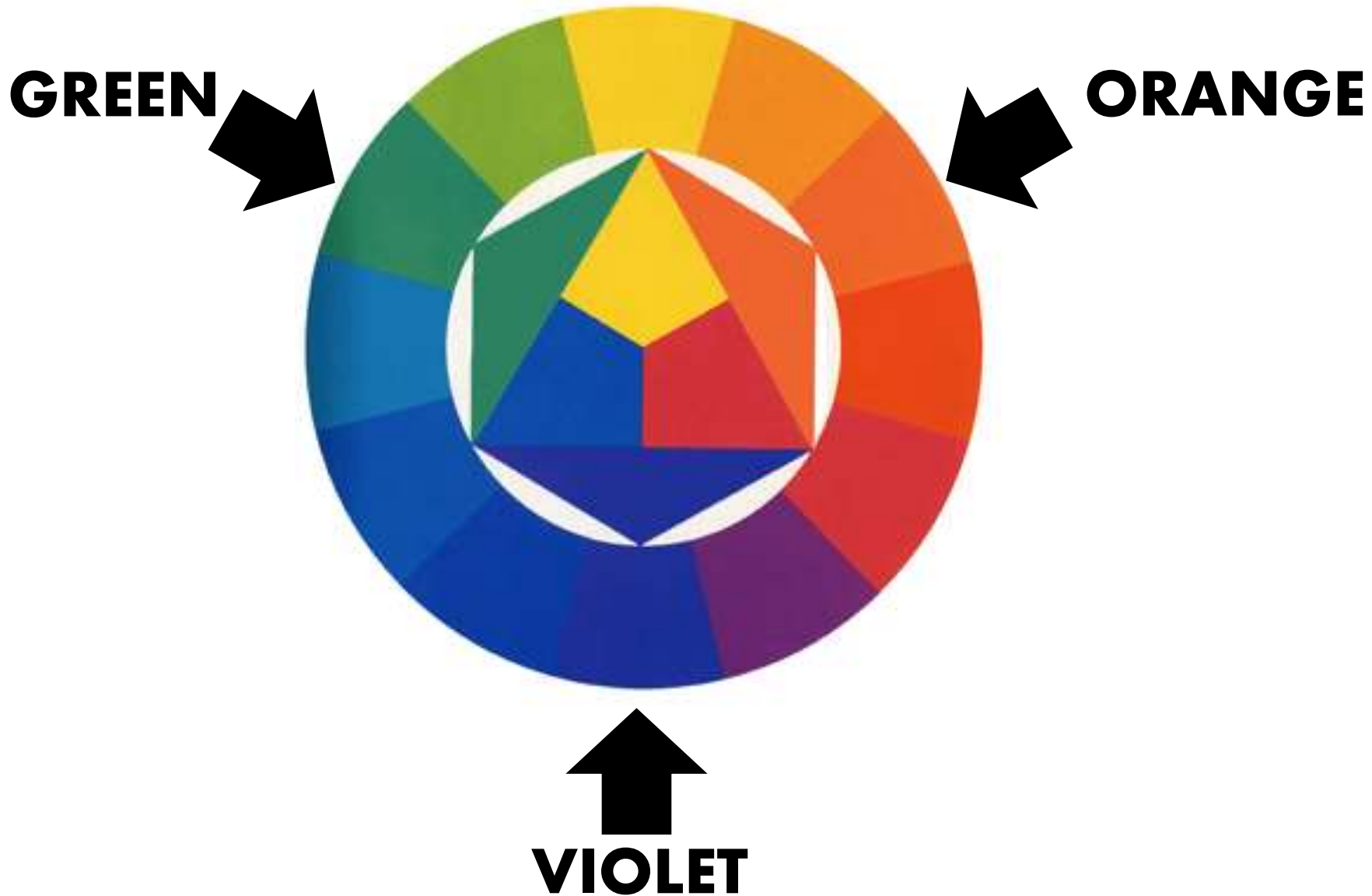


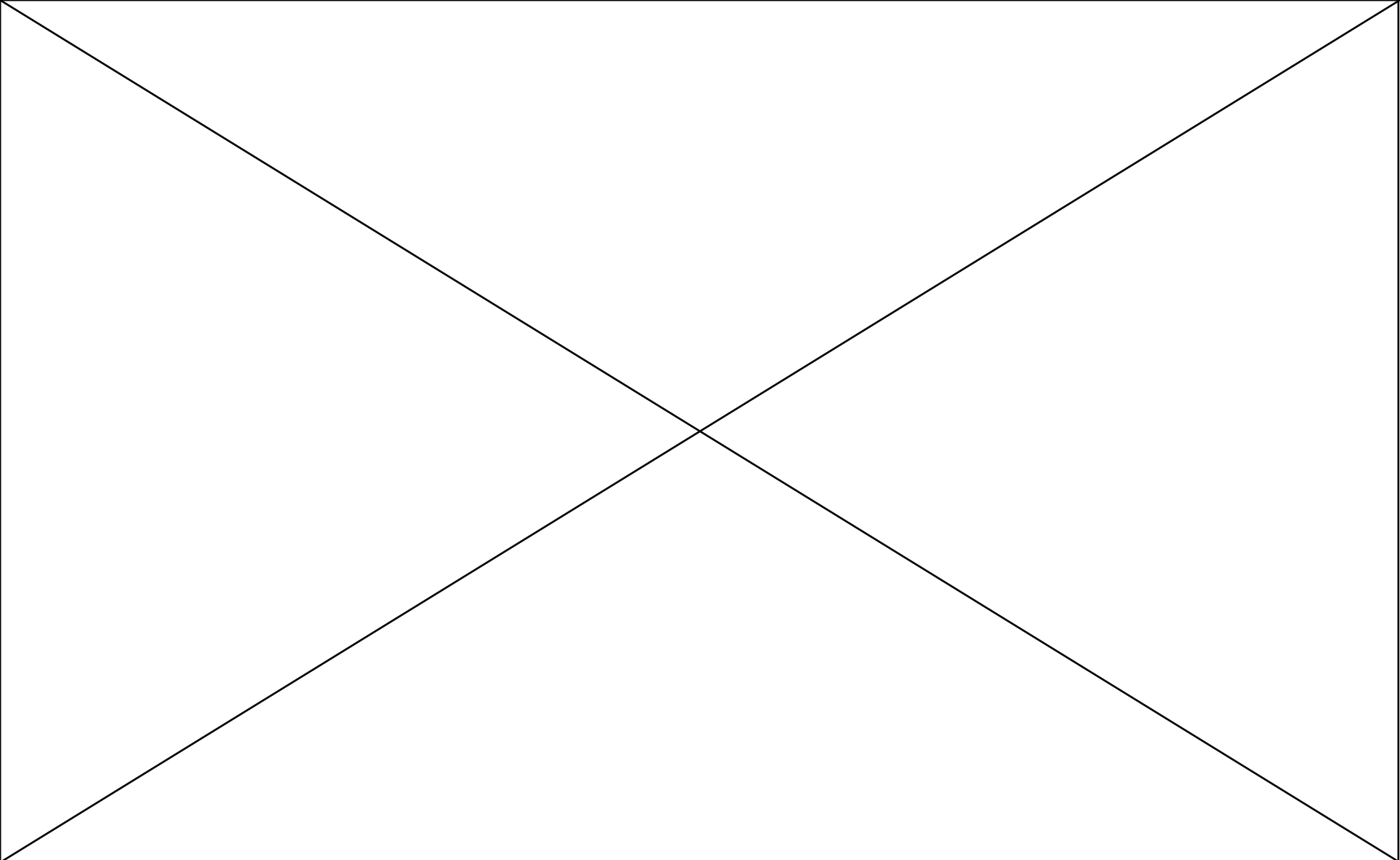




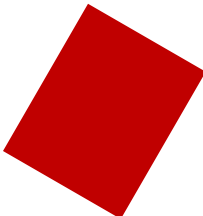
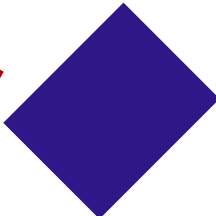
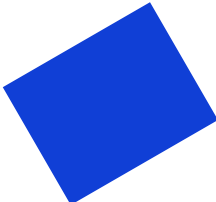
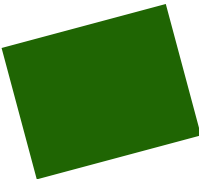
SECONDARY



SECONDARY COLORS:





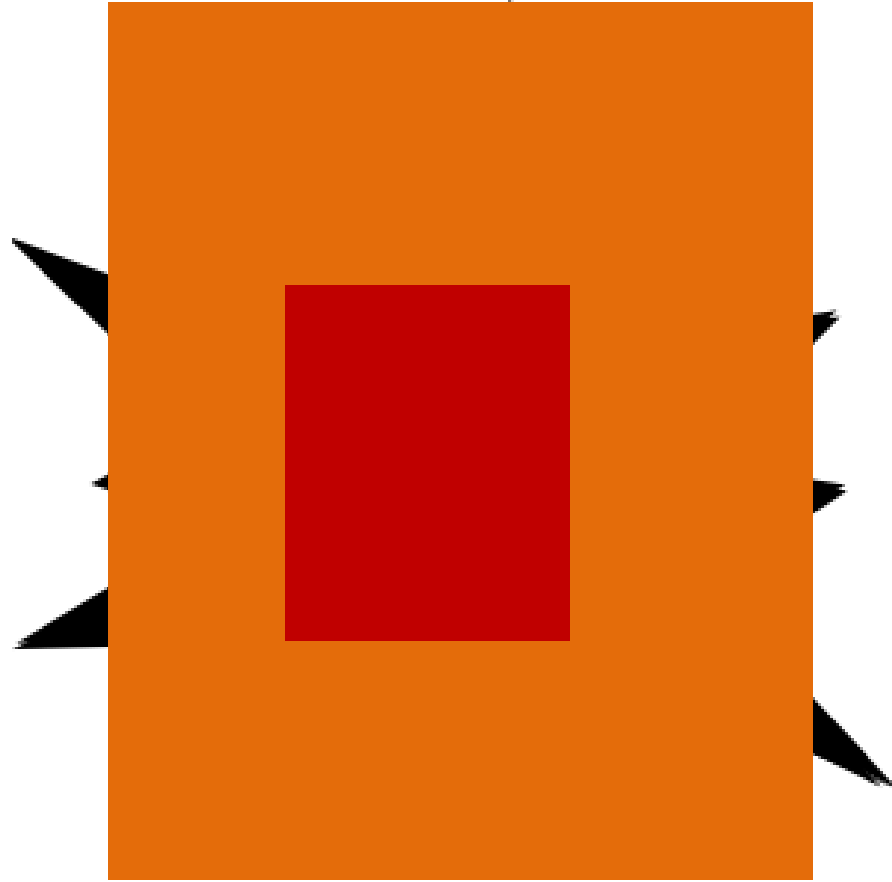
OK GO      

RED

AND

YELLOW

MAKE WHAT?



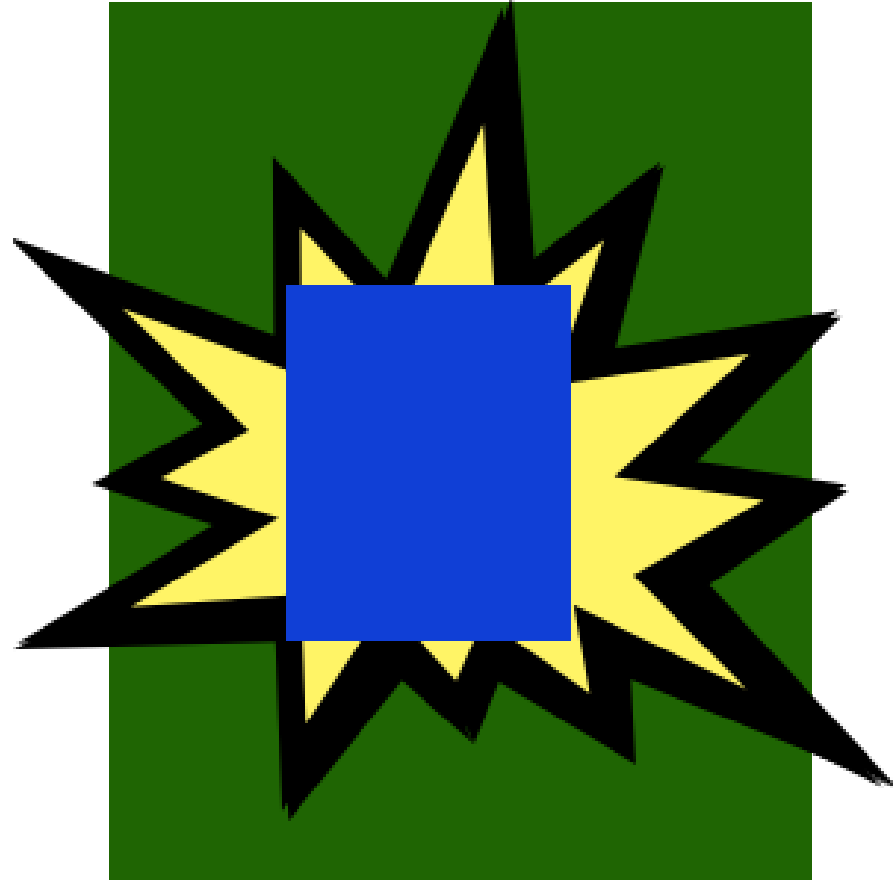
ORANGE

YELLOW

AND

BLUE

MAKE WHAT?



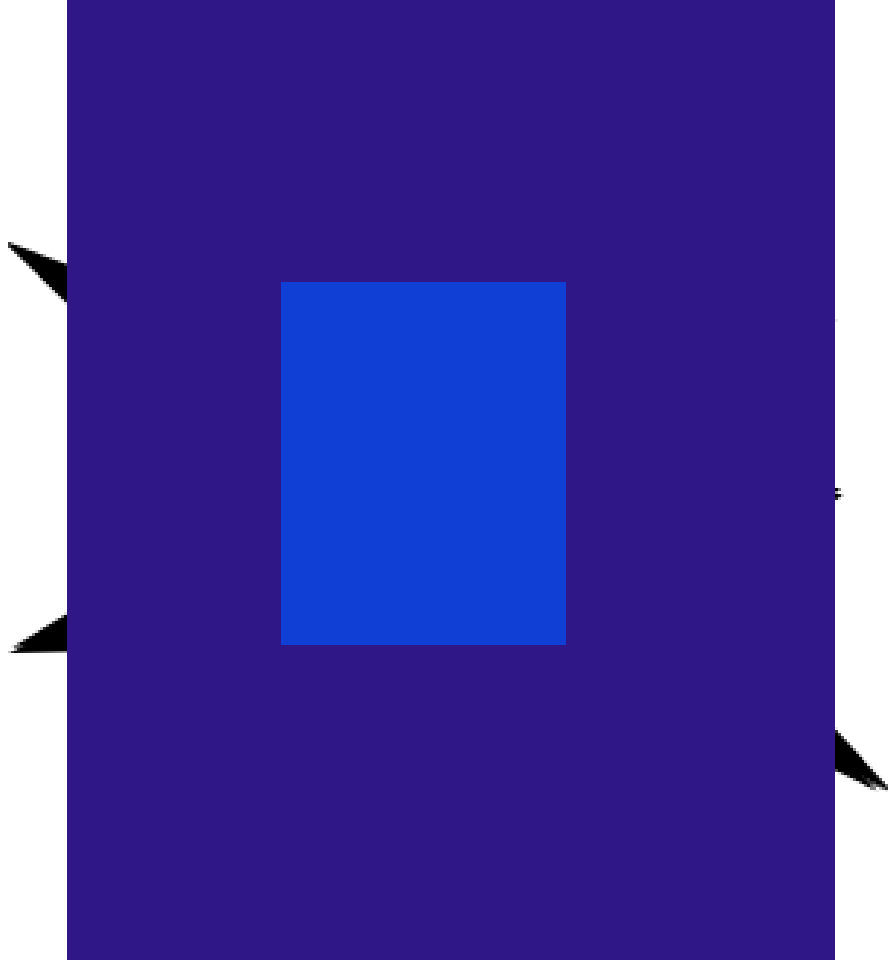
GREEN

BLUE

AND

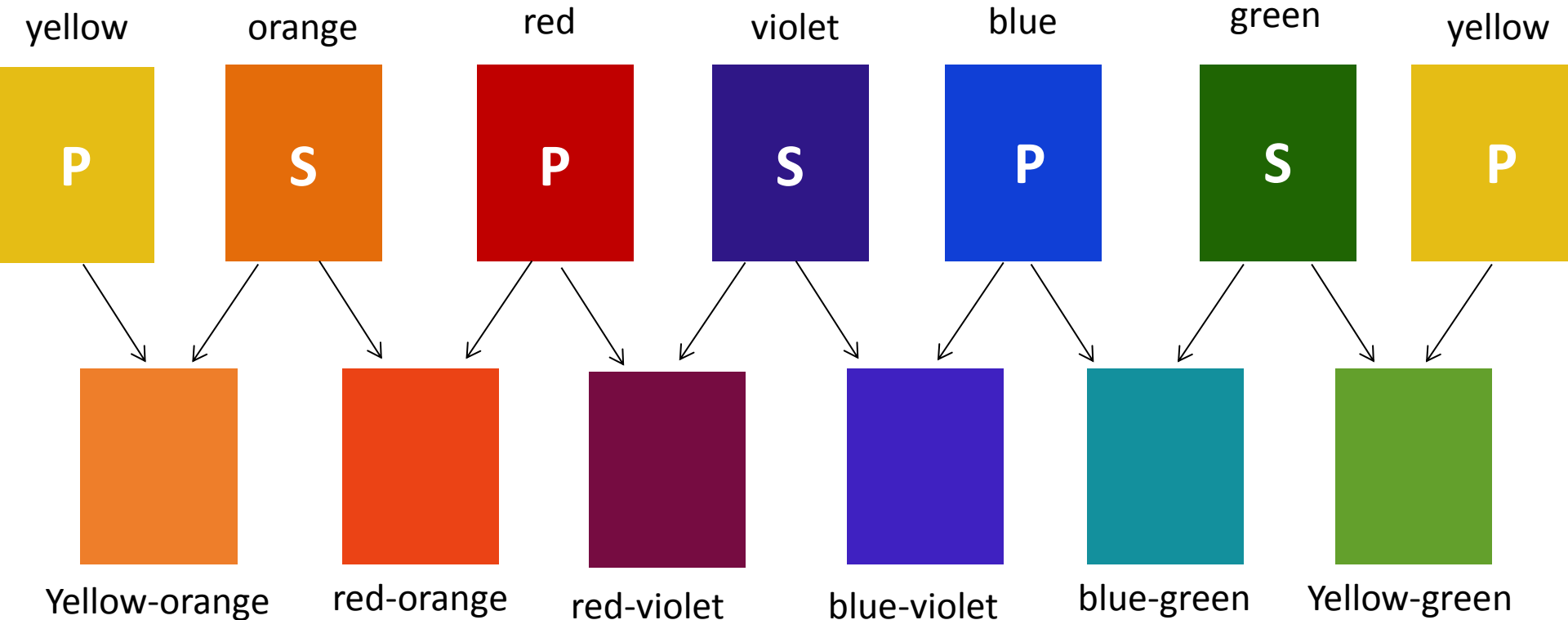
RED

MAKE WHAT?



VIOLET

TERTIARY COLORS



A primary color plus one of the next closes secondary color creates a tertiary color

TERTIARY COLORS

yellow-green

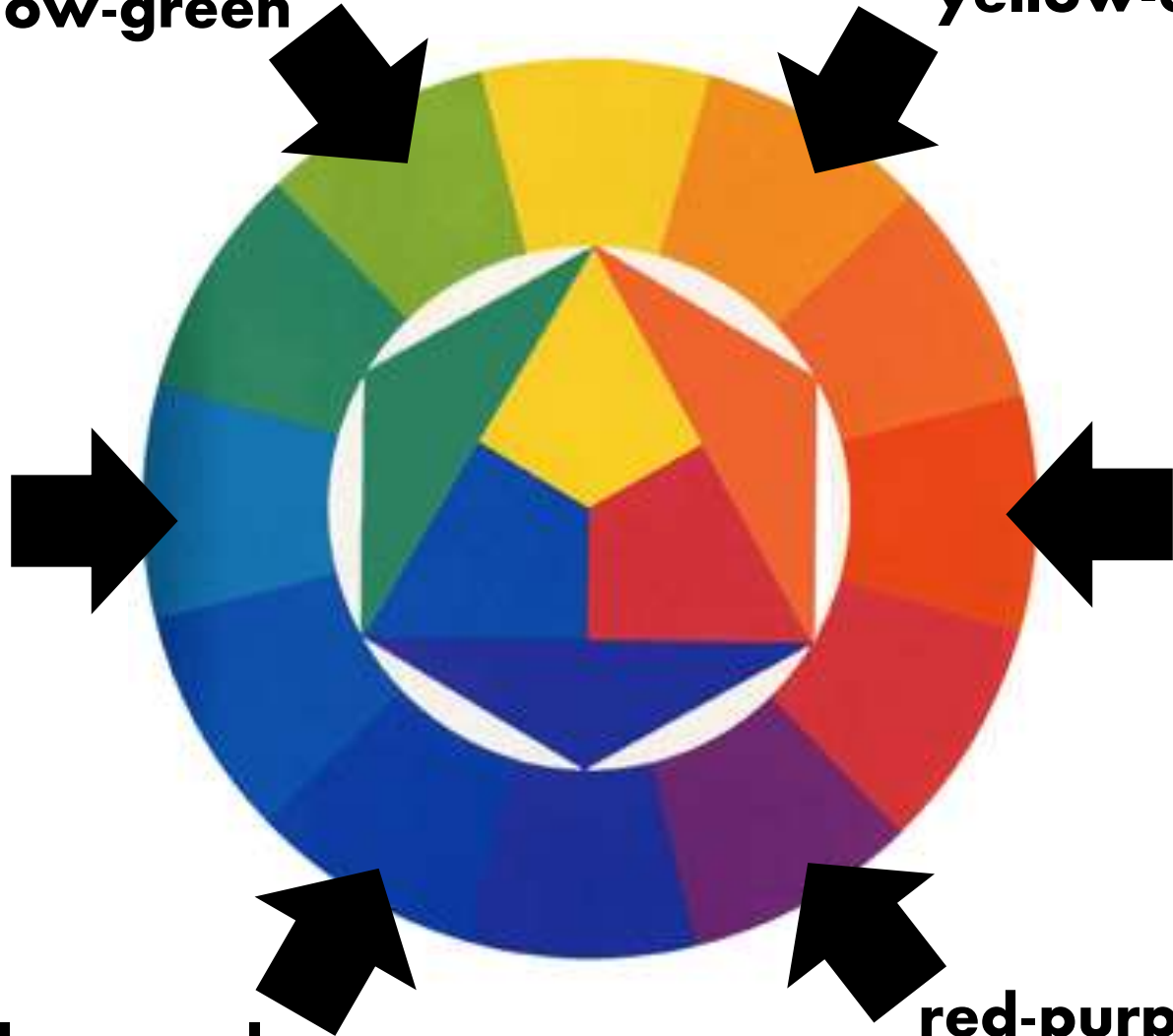
yellow-orange

blue-green

red-orange

blue-purple

red-purple



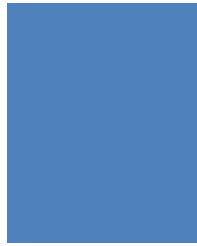
primary



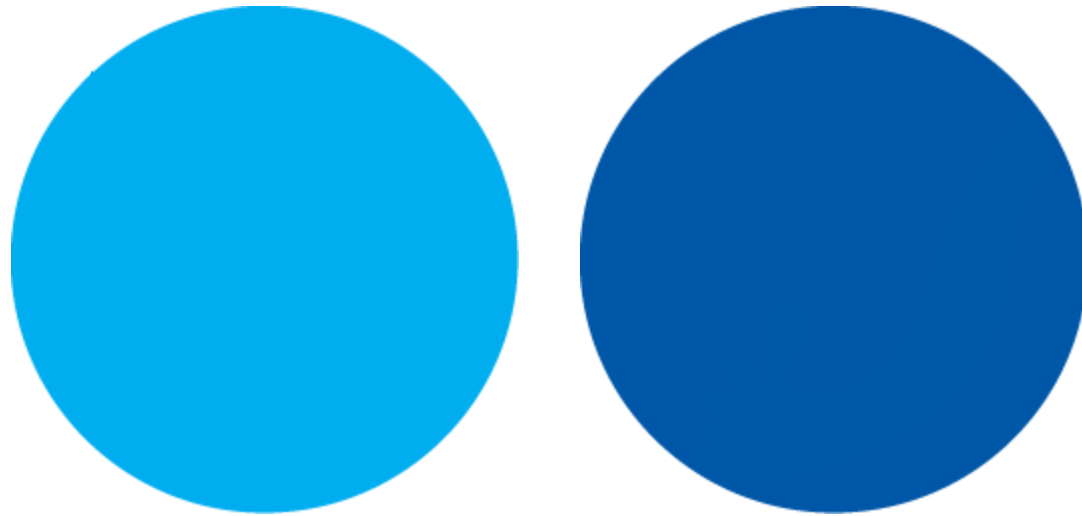
secondary



tertiary



Color Relationships



Color relationships are set methods of choosing colors that relate in some way to each other and look good together.

Color Relationships

- **Monochromatic**

Color Relationships

- **Monochromatic**
- **Analogous**

Color Relationships

- **Monochromatic**
- **Analogous**
- **Split-Analogous**
- **Complementary**

Color Relationships

- **Monochromatic**
- **Analogous**
- **Split-Analogous**
- **Complementary**
- **Triad**

Color Relationships

- **Monochromatic**
- **Analogous**
- **Split-Analogous**
- **Complementary**
- **Triad**
- **Tetrad**

Color Relationships

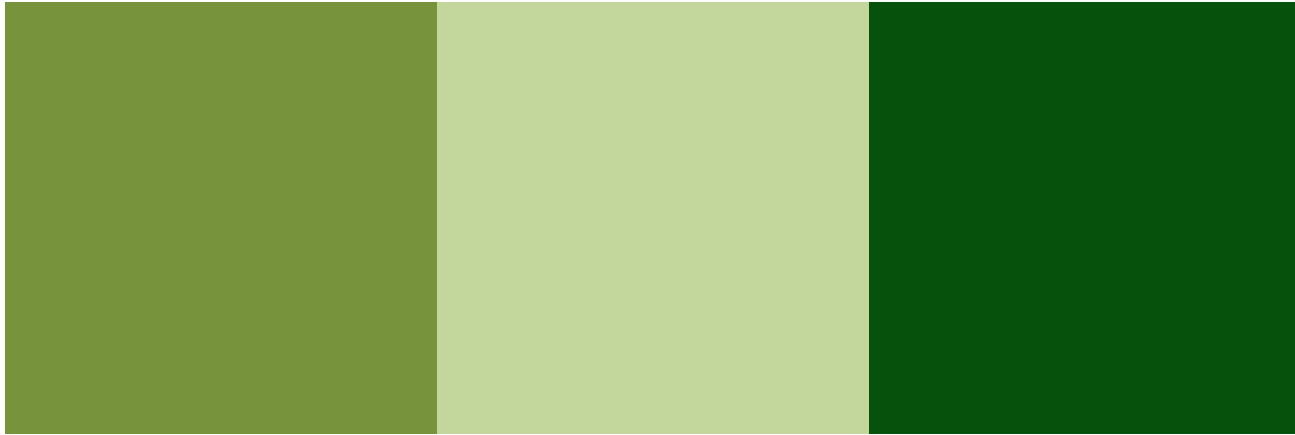
- **Monochromatic**
- **Analogous**
- **Split-Analogous**
- **Complementary**
- **Triad**
- **Tetrad**
- **Neutral**

Color Relationships

- **Monochromatic**
- **Analogous**
- **Split-Analogous**
- **Complementary**
- **Triad**
- **Tetrad**
- **Neutral**
- **Random**

Monochromatic:

the first and simplest color relationship. It uses just one color, but different variations and shades of that color.



Monochromatic



Monochromatic

"BEST PICTURE"
Grand Prix Du
Cinema Francais

Winner of France's
top cinema award
"PRIX LOUIS DELLUC"

A film by
FRANCOIS TRUFFAUT

"STOLEN KISSES"

Original Script and Dialogue by
FRANCOIS TRUFFAUT -
CLAUDE ALBERT - BERNARD REVON

with JEAN-PIERRE LEAUD
DELPHINE SEYD
CLAUDE JADE
MICHAEL LONSDALE
HARRY MAX
ANNE FALCON
DANIEL CECCALDI

Director of Photography
GREGG CREWE

Music ANTOINE DRAMEL

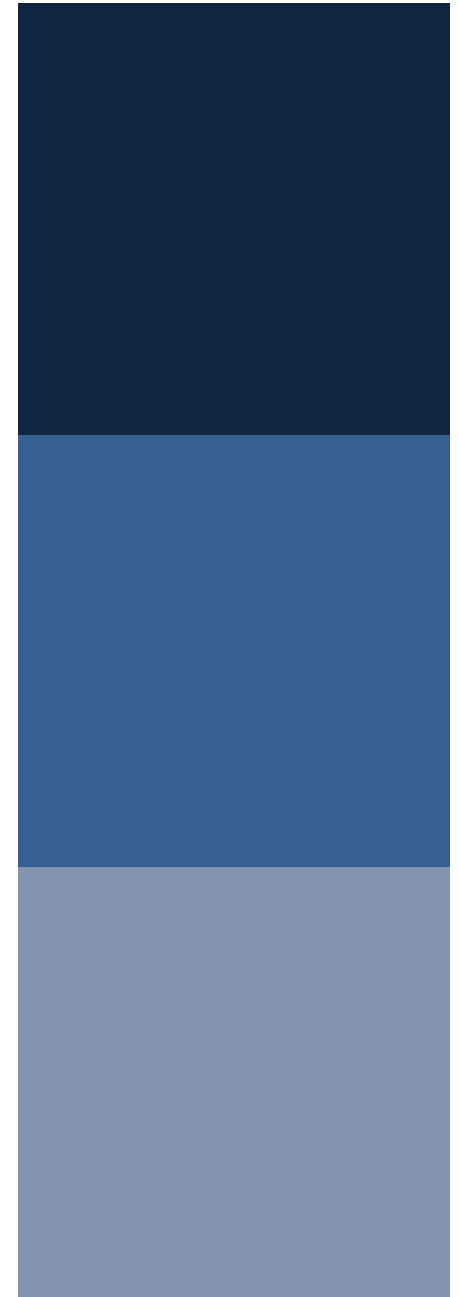
Produced by
Les Films de Carmaux -
Les Productions Artistes Associés

COLOR
by DOLBY

Distributed by
Lugart Pictures
Corporation

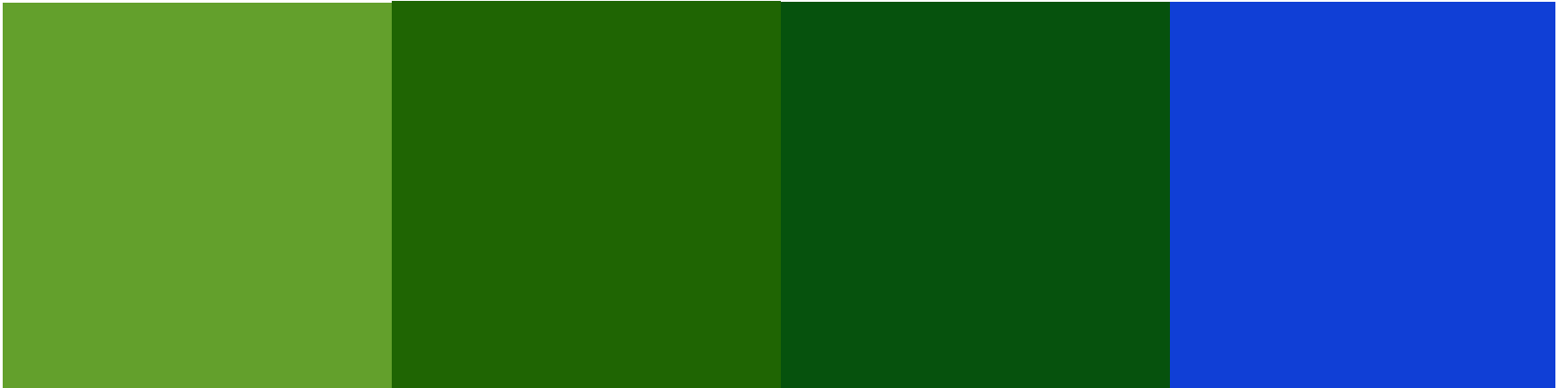


Monochromatic



Analogous:

two or more colors that sit next to each other on the color wheel.



Analogous



这是国际色彩
色彩学小孔
李俊在色轮
李俊在色轮
李俊在色轮
李俊在色轮
李俊在色轮
李俊在色轮
李俊在色轮
李俊在色轮

Analogous



Analogous



Analogous:

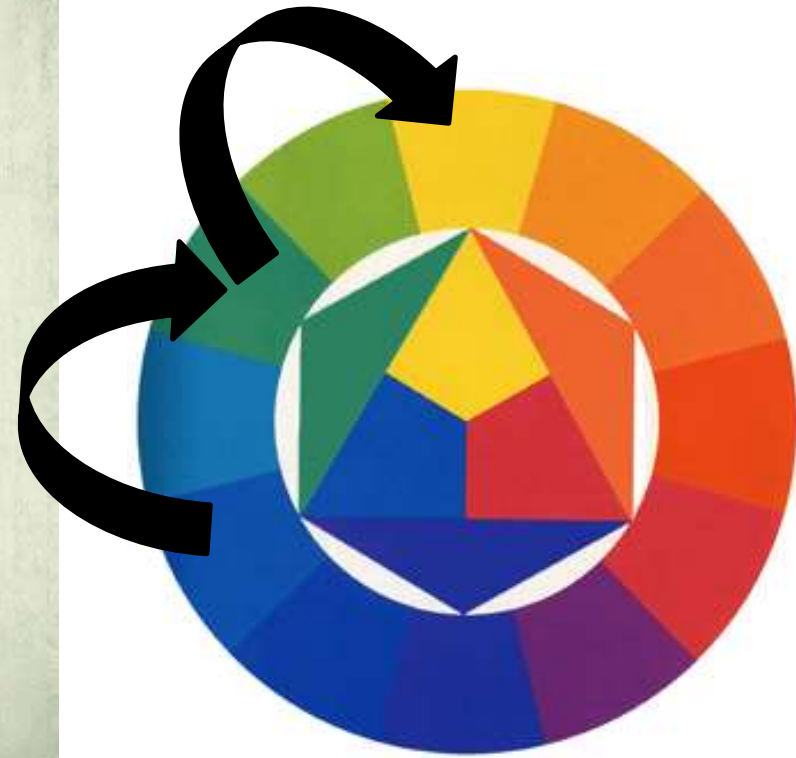
two or more colors that sit next to each other on the color wheel.



Split-Analogous:

Like analogous but every other color

Split-Analogous



Split-Analogous

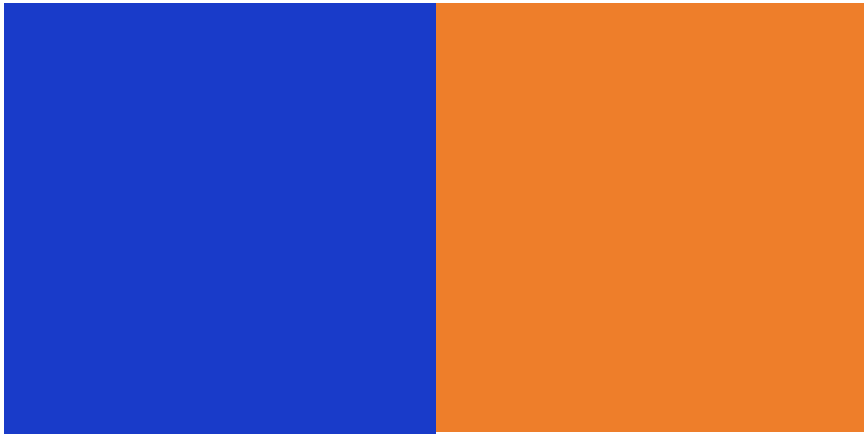


Split-Analogous



Complementary:

always in pairs and directly across from each other



or

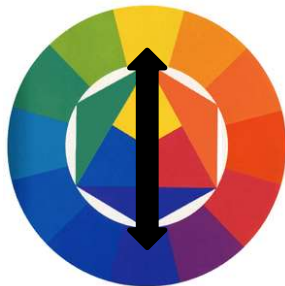




Complementary

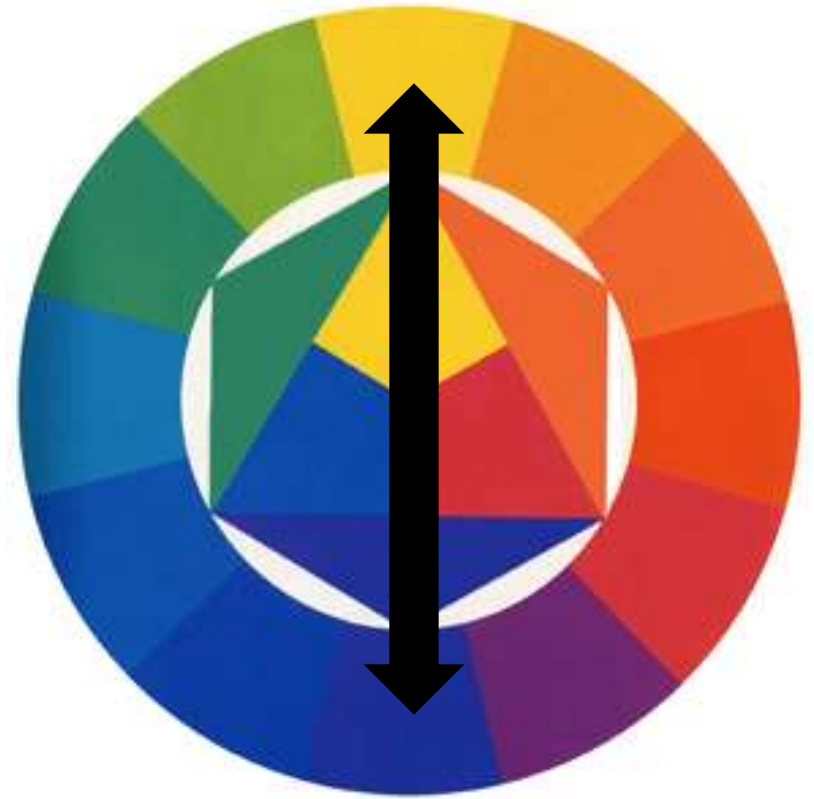


Complementary





Complementary



Complementary

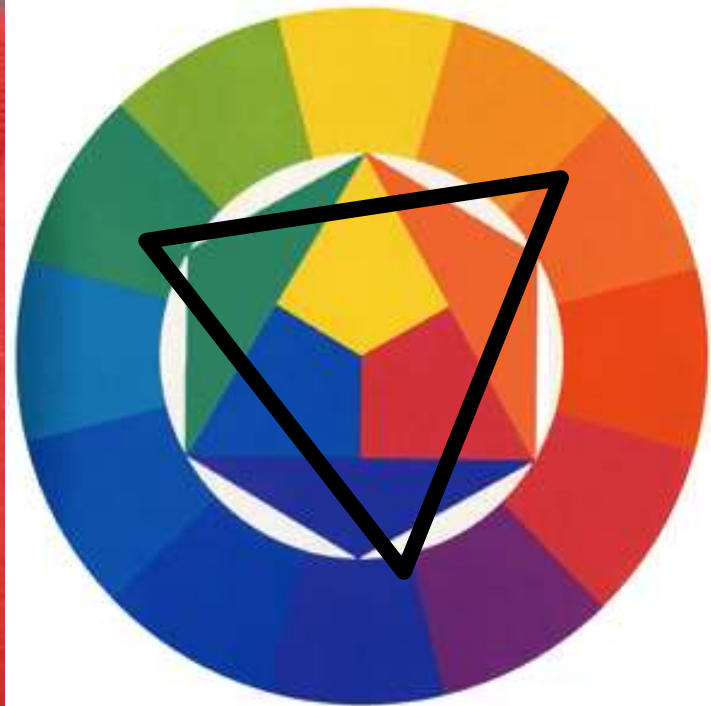


Triad:

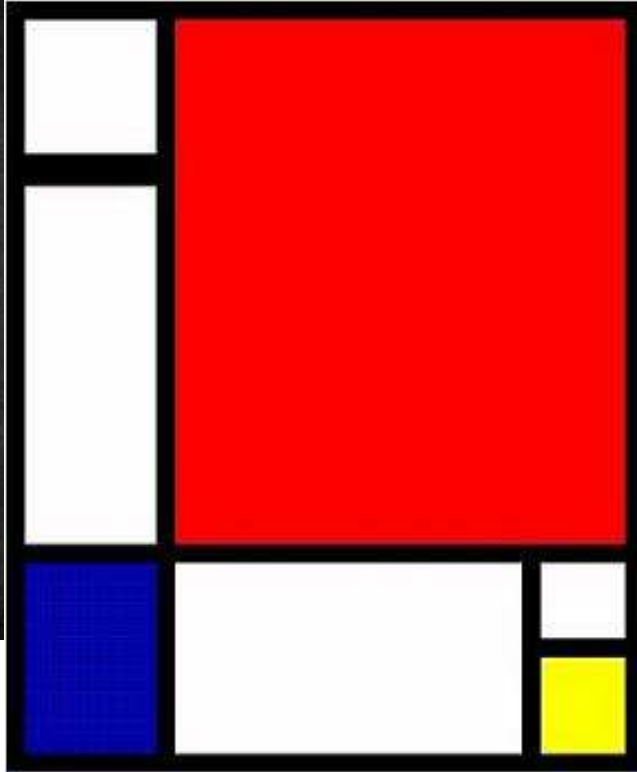
three colors, every fourth color



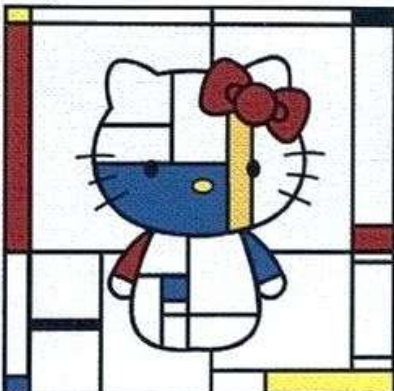
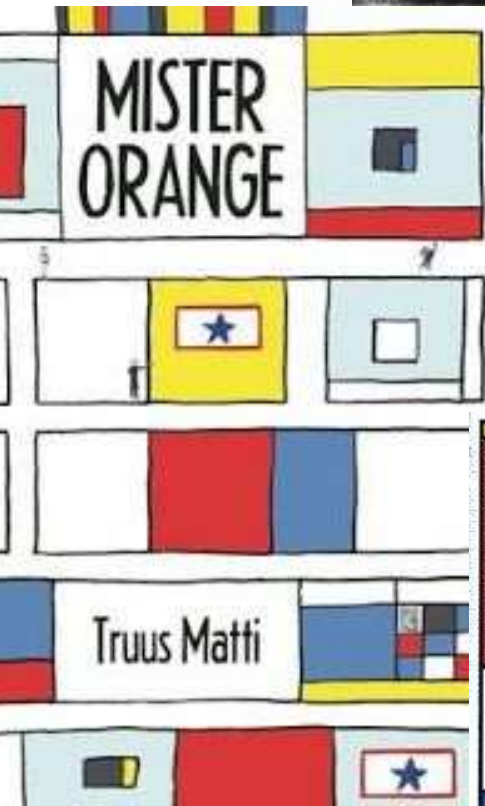


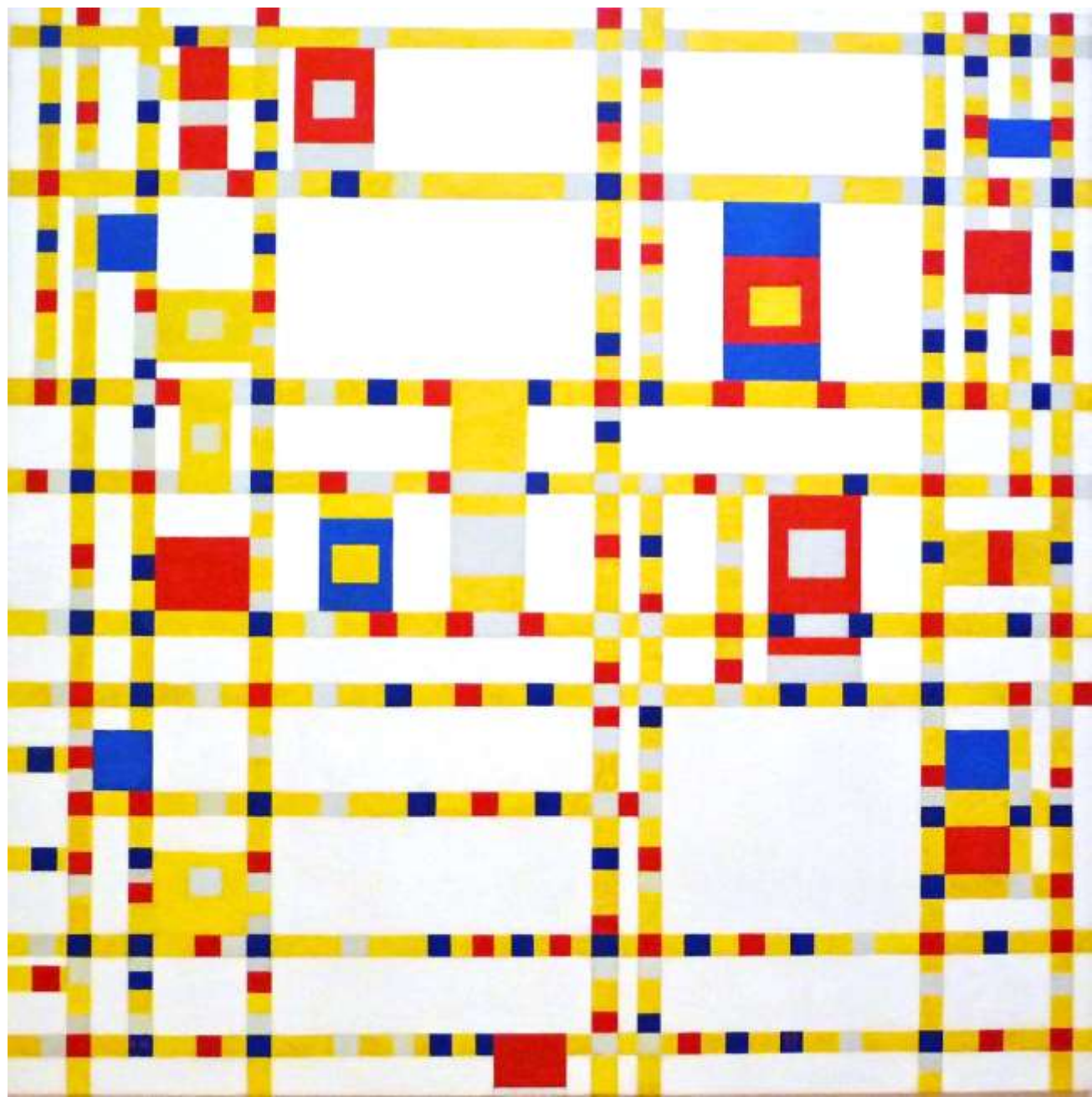






Cocktail Dress (tribute to Mondrian)
Fall-Winter 1965, Fondation Pierre Bergé - Yves Saint Laurent.
Photo: Alexandre Guirkingier





Tetrad:

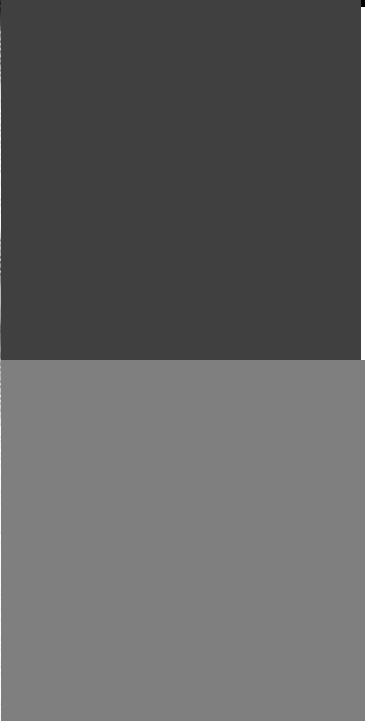
four colors, every third color



Tetrad

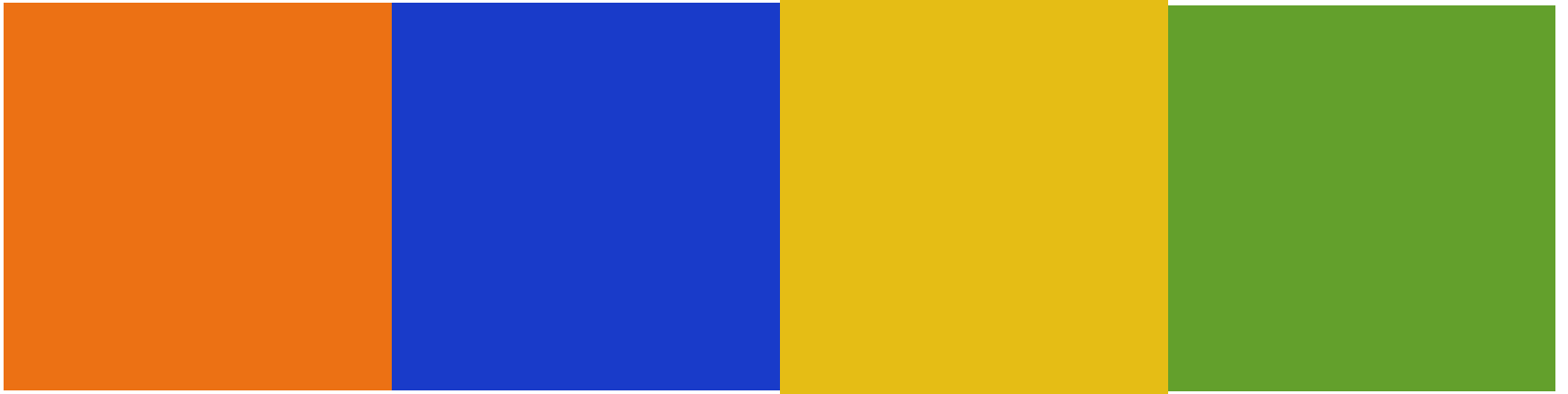


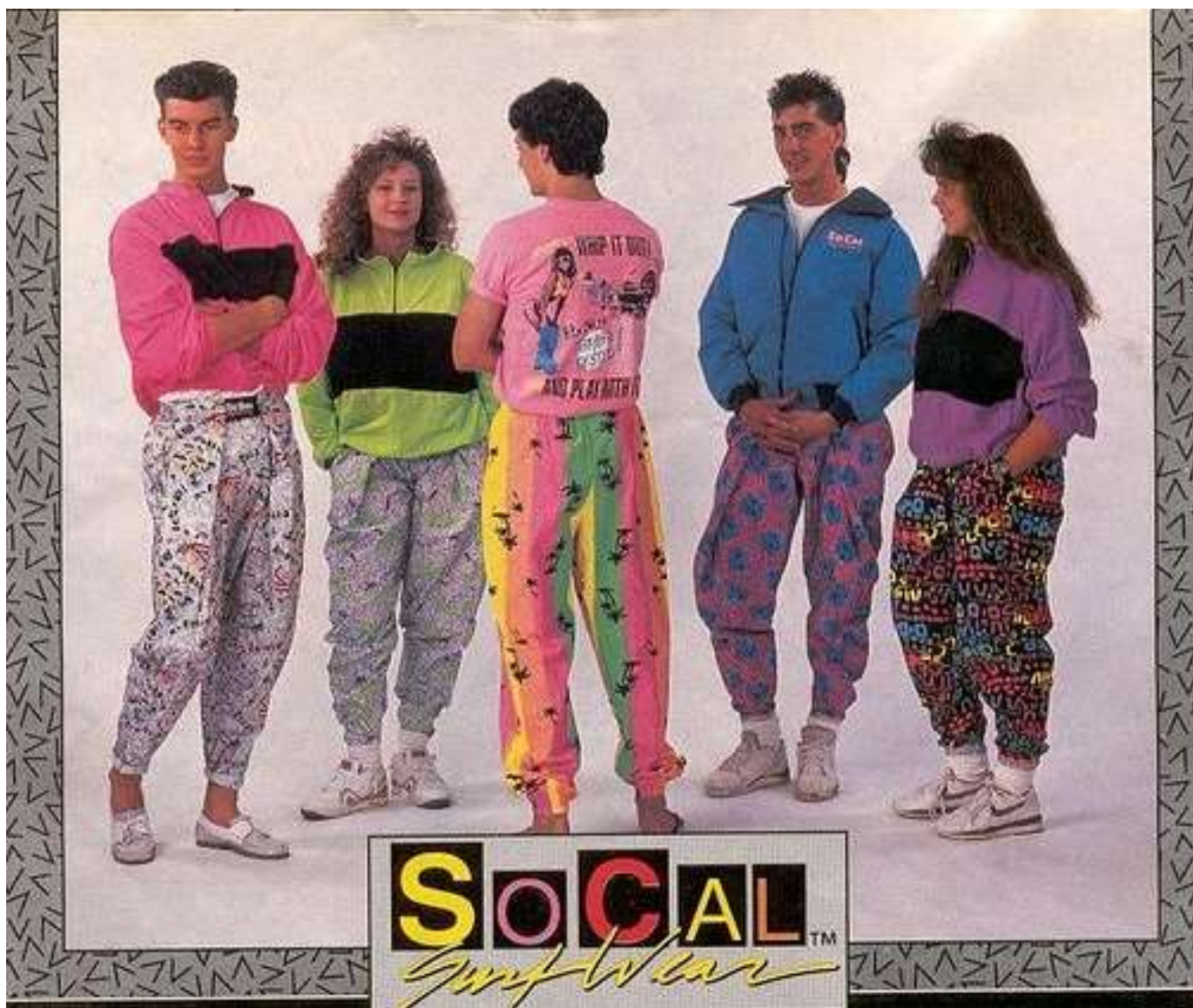




Random:

exactly what you would think





SOCIAL™
Surf Wear





COLOR IS TAKEN VERY SERIOUSLY FROM LOGO DESIGN, AND COMIC BOOKS, TO FAST FOOD AND CARS

FlutterScape - Style Guide

Logo - Colour



Font

Apex New - Thin
 Apex New - Thin Italic
 Apex New - Light
 Apex New - Light Italic
 Apex New - Book
 Apex New - Book Italic
 Apex New - Medium
 Apex New - Medium Italic
Apex New - Bold
Apex New - Bold Italic
Apex New - Heavy
Apex New - Heavy Italic
Apex New - Ultra
Apex New - Ultra Italic

Colour

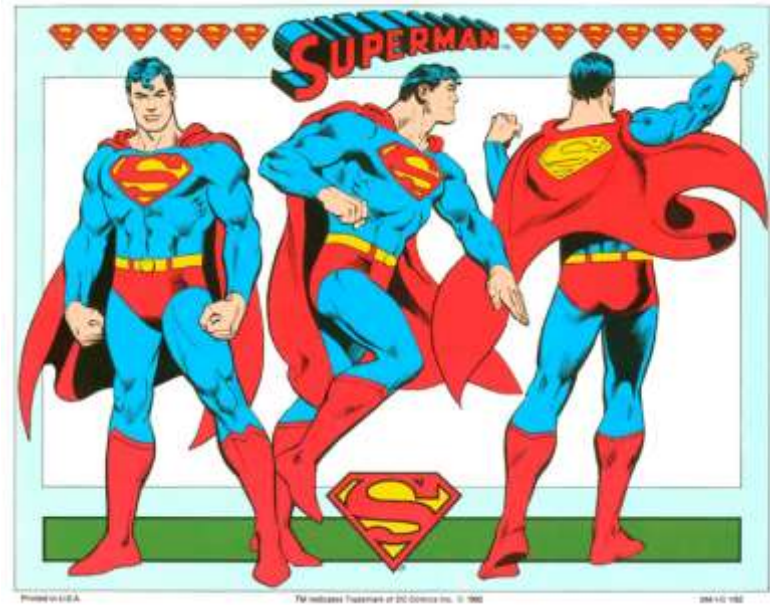
HEX	CMYK
#4b4739	c60/M56/y70/k46
#4b4739	c30/M26/y01/k0
#4b4739	c17/M14/y33/k0
#4b4739	c5/M5/y10/k0
#4b4739	c50/M8/y15/k0
#4b4739	c0/M20/y51/k0
#4b4739	c1/M16/y29/k0

Logo - Monochrome





25Y PANTONE 100	50Y PANTONE 101	100Y PROCESS YELLOW 2	100Y-25B PANTONE 374	100Y-50B PANTONE 375
25B PANTONE 304	50B PANTONE 305	100B PROCESS CYAN 2	50Y-25B PANTONE 358	50Y-50B PANTONE 345
25R PANTONE 196	50R PANTONE 210	100R PROCESS MAGENTA 2	25Y-25B PANTONE 337	25Y-50B PANTONE 338
100Y-25R PANTONE 123	100Y-50R PANTONE ORANGE 021	100Y-100R PANTONE RED 032	50Y 100B PANTONE 327	50Y-25R 100B PANTONE 329
100B-25R PANTONE 285	100B-50R PANTONE 286	100R-100B PANTONE 286	100Y-100B PANTONE 354	100Y-100B-25R PANTONE 336
25R 25B PANTONE 263	25R 50B PANTONE 278	100Y 25R 25B PANTONE 132	100Y 25R 50B PANTONE 385	100Y 100B 50R PANTONE 350
50R 25B PANTONE 257	50R 50B PANTONE 271	25Y 25R 50B PANTONE 429	50Y 25R 50B PANTONE 443	50Y 50R 50B PANTONE 437
100R 25B PANTONE 233	100R 50B PANTONE 241	25Y 50R PANTONE 183	50Y 50R PANTONE 177	50Y-100R PANTONE 633
50Y 25B PANTONE 156	50Y-25R 25B PANTONE 465	100Y-50R 50B PANTONE 470	100Y 50R 25B PANTONE 167	100Y 25B 100R PANTONE 484
25Y 25R PANTONE 489	25Y 25R 25B PANTONE 481	50Y 50R 25B PANTONE 479	100Y 50B 100R PANTONE 483	PROCESS BLACK

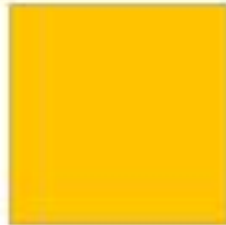


The universal color scheme is used to reinforce the McDonald's brand. It represents the DNA of the brand and is incorporated into every major element and section throughout the site.



#BF0C0C

Universal Red



#FFCC00

Universal Yellow



#363636

Page Title



#929292

Intro Text



CAR MANUFACTURER CHIP BOOKS

TOYOTA

(See inside cover page for color chip reference)

Chip No.	Color Name	Code	Color Name	Code	Color Name	Code
F-29	Capri Blue	99145	Seminole Red	99146H	Carnival Red	99147H
	T-310		T-332		T-335	
F-33	River Blue	99149	Coronado Beige	99150	Royal Blue	99151
	T-431		T-451		T-452	
F-37	Yosemite Yellow	99153	Spring Green	99154	Colosseum Beige	99155
	K-529		T-1028		T-1123	
F-41	Horizontal Blue	99157	Volcanic Beige	99158	Sundune White	99159
	T-1208		T-1262		T-1276	

Paint code on left side firewall.

BELVEDERE UPHOLSTERIES *Plymouth*

 P305 (2 door hardtop only) Blue Excludes: 231, 281, 181, 2W1, 232	 P307 (4 door Sedan only) Blue Excludes: 231, 181, 231, 2W1, 232	 P310 (4 door Sedan) Blue and Wagon only Ex: 211, 178, 181, 281, 232
 P306 Burn Orange Excludes: 243, 181, 2W1, 232	 P303 Black Excludes: All 278 and Sport Satellite Colors	 P304 (4 door Sedan only) Gold Excludes: 231, 178, 271, 278

SPORT SATELLITE 4 DOOR SEDAN—Standard
SPORT SATELLITE 2 DOOR HARDTOP & WAGON—Optional



Individual Back Bench
 Wagon Center Aisle Rest
 (Cloth & Vinyl)

 P487 Blue Excludes: 181, 181, 181, 2W1, 232	 P475 Tan Excludes: 181, 178, 281, 181
 P48A (Cloth & Vinyl) Excludes: All Sport Satellite Colors	 P47A (N.A. Wagons) (Cloth & Vinyl) Excludes: 2W1, 178, 271, 278
 P48M (N.A. Wagons) (White & Blue) Excludes: 231, 231, 231, 2W1, 232	 P47W (N.A. Wagons) (White & Tan) Excludes: 178, 271, 232
 P48N (N.A. Wagons) (White & Blue) Excludes: All Sport Satellite Colors	 P47M (N.A. Wagons) (White & Tan) Excludes: All Sport Satellite Colors

SPORT SATELLITE WAGON—Optional
SPORT SATELLITE 4 DOOR SEDAN—Optional—No Cost



Bucket (All Vinyl)

*Standard color on carpet, instrument panel, steering wheel, and headliner.