

# COLOR TERMINOLOGY

## ANALOGOUS COLOR

Analogous colors are those colors that are closely related in hue. (red, red-orange)

## BRILLIANCE

Brilliance is the measure of variations among shades of gray. The lighter the gray, the greater its brilliance, and vice versa. The same difference exists among all colors.

More white = more brilliance

More black = more dullness or less brilliance

## COMPLIMENTARY COLORS

Colors that are directly opposite each other on the color wheel.

To reduce the intensity of a color, add a touch of its compliment

To intensify a color, place it near or alongside its compliment

## CMYK

The colors Cyan, Magenta, Yellow, and Black, otherwise referred to as the Process Colors. They are used in commercial printing to reproduce full color images off the press. Subtractive Color

## DIC COLOR

A spot-color ink matching system from **Dainippon Ink & Chemicals, Inc.**

## HUE & COLOR

Hue is the name of a specific color, where color is a visual quality distinct from light and shade, such as the red of a rose. Color is determined by a specific wavelength within the light spectrum.

## INTERNATIONAL COLOR CONSORTIUM (ICC)

The ICC is a professional organization that establishes industry standards for color on computer systems and peripherals. These standard device controls are made available through Color Profiles specific to each device or computer.

## INTENSITY or SATURATION or CHROMA

Saturation in color means a state of being completely filled, penetrated or saked with color to the point where a hue is as strong, pure, vivid as it can ever hope to be.

Stronger the hue = stronger the intensity, brightness

Weaker the hue = weaker the intensity, it is dull

## NEUTRAL COLOR

Neutral colors are surface tones which do not reflect any single wave length of light but rather all of them at once. No single color is then noticed but only a sense of light and dark (value).

Neutralized color is a color that has been grayed or reduced in intensity by mixture with any of the neutral colors or with its complimentary color.

## OBJECTIVE COLOR

Objective Color is the naturalistic color of an object as seen by the human eye. (green grass, etc.)

## PLASTIC COLOR

Plastic Color is an organization that stresses the use of the various color components for structural reasons rather than for naturalistic or emotional expression. Color is arbitrarily distributed and its determination is judged in terms of its organization.

## PRIMARY COLORS

The Primary colors of red, yellow and blue form the basis of all color ideas, and any particular color situation. Every color scheme must be dominated by one or two of the primaries or else it is a relatively equal counterpoint.

## RGB

The colors Red, Green, and Blue used to produce colors on a computer monitor or television set. Additive Color

## SIMULTANEOUS CONTRAST

Simultaneous Contrast refers to the apparent change in hue, value or chroma caused by adjacent color placement.

## SPECTRUM or CHROMATIC COLOR

The Color Spectrum is the band of individual colors which results when a beam of light is broken up into its component parts (hues). (the rainbow) (red, orange, yellow, green, blue, indigo, violet)

## SPLIT COMPLIMENTARY COLOR

Split Comp hues are obtained by replacing one of the complimentary hues with the hues adjacent to it on the color wheel. (red and green thus become red and yellow-green and green-blue)

## SPOT COLOR

Spot Color is a specific color designated for printing and is usually determined by selecting it from some kind of color matching system, the most common being the Pantone Color Matching System (PMS). The chosen color is mixed by the printer off the press according to the PMS formula or recipe for that color and then put on the press for printing.

## SUBJECTIVE COLOR

Subjective Colors are those chosen by the artist without regard to the naturalistic appearance of the object portrayed; it represents the expression of the individual artist.

## TERTIARY COLORS

Any two secondary colors mixed together form a tertiary color.

## TRIAD

A Color Triad is a group of three colors spaced an equal distance apart on the color wheel.

## VALUE

Value is not the price, or monetary worth of a particular color, but rather the proportion of light or dark in a color.

Higher value = closer to white

Lower value = closer to black