

Colour Theory—Secondary Colours



Secondary Colours

There are only three **secondary colours**—green, orange and violet.

You create **Secondary Colours** by mixing two primary colours together, e.g.

Red + Yellow = Orange

Red + Blue = Violet

Yellow + Blue = Green

Orange

Orange is classed as an **Advancing** colour and a **Warm** colour. You would use orange in a picture to make the item more prominent, and attract your attention to it. It would be used in 'Buy Now' buttons on websites, etc.

Orange gives you a feeling of **Happiness, Warmth, Sunny, Cheerful, full of energy** etc.

Contrasting Colours: Violet, Green, Blue



Green

Green is used to present **Cool, Natural, Calm, Soothing, Fresh, healing**, etc.

Use green on your pictures to represent natural things, or things that are good for the **environment**. It is classed as a **Cool** and **Receding** colour.

Contrasting Colours: Red, Orange, Violet.

Violet

Violet is classed as a **Receding Colour**. It is sometimes used as a background colour, behind warm colours, such as yellow or orange, which are used for the more prominent items.

Violet is used to represent: **Cool, Peaceful, Rich, Expensive, Wealth, Luxury, Mystery, Ambition, Mystic**, etc.

Contrasting Colours: Green, Orange, Yellow



Branding

Colours are important when branding businesses, e.g. In a logo or website, as the colour can reflect what the business does, or is trying to give an impression. Sometimes you will be asked why you think the designer has chosen a particular colour for a logo to represent the company. For example, can you give a reason based on colour theory why the following logos are the colour they are?



ENERGY KINGS ORANGE CLOTHES

