# Colour Theory—Tints, Shades and other theory

Tints

A tint of a colour is where a particular colour is chosen and then it is made lighter by adding white. This can create pale pastel colours, which gives a feeling of **softness** to a design.
In this example, white is added to the blue colour on the left to give a variety of tints of that colour.

Shades

If the same blue colour is then mixed with various amounts of black, a shade of the blue is created. Darker shades make things appear **heavier** on the page.
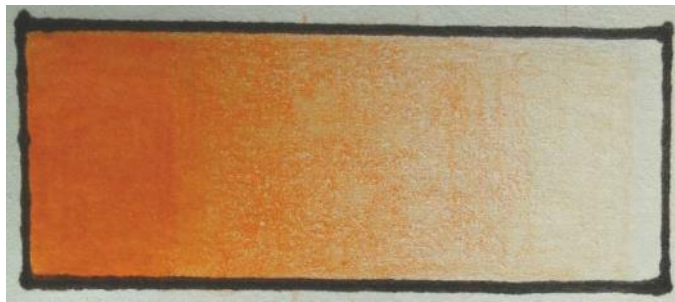
Tone

This word describes how strong or weak a colour is. The darker the colour is, the heavier the tone is. Sometimes tone is shone using **Flat** tones, that is using different tones of a colour in steps to show a change. At other times the tone is shown on a **gradient**, that is, the colour gradually changed from dark to light. Tones are created by adding grey to a basic colour,
When colouring with pencil or marker, tone is applied by either leaning more heavily, or by adding extra layers of colour.

Black and White

Black and White are technically not colours, but obviously are used in graphic design. Black is used to give items the feeling of **Power, Drama, Elegance, Mystery, Formality** and **Style**.

White objects give a feeling of **pureness, goodness, perfection, innocence** or **cleanliness.**

Neutral Colours

Greys and Browns are classed as neutral colours.

Greys give a feeling of **calm, restfulness, comfort,, elegance,** etc.

Browns are classed as **natural, safe, earthy, comfortable, reliable, good**, etc.