

**INTRODUCTION..... 1**

**COLOR THEORY ..... 3**

The Basics of Color ..... 4

Color in History: Movements ..... 9

Associations and  
Meanings of Color ..... 13

Communicating and  
Organizing Using Color ..... 16

Color and Technology ..... 18

**COLOR PALETTES ..... 23**

Red..... 25  
Monochromatic • Analogous • Triadic • Split-  
Complementary • Complementary • Other

Red-Orange ..... 38  
Monochromatic • Analogous • Triadic • Split-  
Complementary • Complementary • Other

Orange ..... 51  
Monochromatic • Analogous • Triadic • Split-  
Complementary • Complementary • Other

Orange-Yellow ..... 64  
Monochromatic • Analogous • Triadic • Split-  
Complementary • Complementary • Other

Yellow ..... 77  
Monochromatic • Analogous • Triadic • Split-  
Complementary • Complementary • Other

Yellow-Green ..... 90  
Monochromatic • Analogous • Triadic • Split-  
Complementary • Complementary • Other

Green..... 103  
Monochromatic • Analogous • Triadic • Split-  
Complementary • Complementary • Other

Green-Blue ..... 116  
Monochromatic • Analogous • Triadic • Split-  
Complementary • Complementary • Other

Blue ..... 129  
Monochromatic • Analogous • Triadic • Split-  
Complementary • Complementary • Other

Blue-Violet..... 142  
Monochromatic • Analogous • Triadic • Split-  
Complementary • Complementary • Other

Violet..... 155  
Monochromatic • Analogous • Triadic • Split-  
Complementary • Complementary • Other

Violet-Red..... 168  
Monochromatic • Analogous • Triadic • Split-  
Complementary • Complementary • Other

Pink..... 181  
Monochromatic • Analogous • Triadic • Split-  
Complementary • Complementary • Other

Brown ..... 194  
Monochromatic • Analogous • Triadic • Split-  
Complementary • Complementary • Other

Grey ..... 207  
Monochromatic • Analogous • Triadic • Split-  
Complementary • Complementary • Other

**COLOR IN NATURE..... 221**

Birds ..... 222

Fish..... 224

Landscapes ..... 226

Endangered Species ..... 228

Earth..... 230

**INDEX OF URLS..... 232**