

COLOR IN DESIGN

Use a brand guide to establish colors and visual style at the beginning of your project – then turn to the color wheel, the formulas for color harmony, and some excellent online tools to create a beautiful result.

THE COLOR WHEEL



Red, yellow and blue



Green, orange and purple



Yellow-orange, red-orange, red-purple, blue-purple, blue-green & yellow-green

FORMULAS FOR COLOR HARMONY



Use three analogous colors side by side on a 12-part color wheel.



Use two complementary colors directly opposite each other on a 12-part color wheel.



Use a color scheme based on nature.



ADOBE COLOR CC IS GREAT FOR DEVELOPING COLOR SCHEMES.



Find out what colors work best to complement your main color.



Generates color codes for RGB, CMYK, LAB, HSB and Hex.



Create using colors from the wheel or from an uploaded photo!



Best of all, it's fun to use!

Sometimes, the design of a project can be as important as the information in it! Colors play a major part in the appeal of a design. These formulas and tools will get you started in designing a great-looking project.

Learn more today at [Omnivex.com](https://www.omnivex.com).