

# Introduction to our Colour System

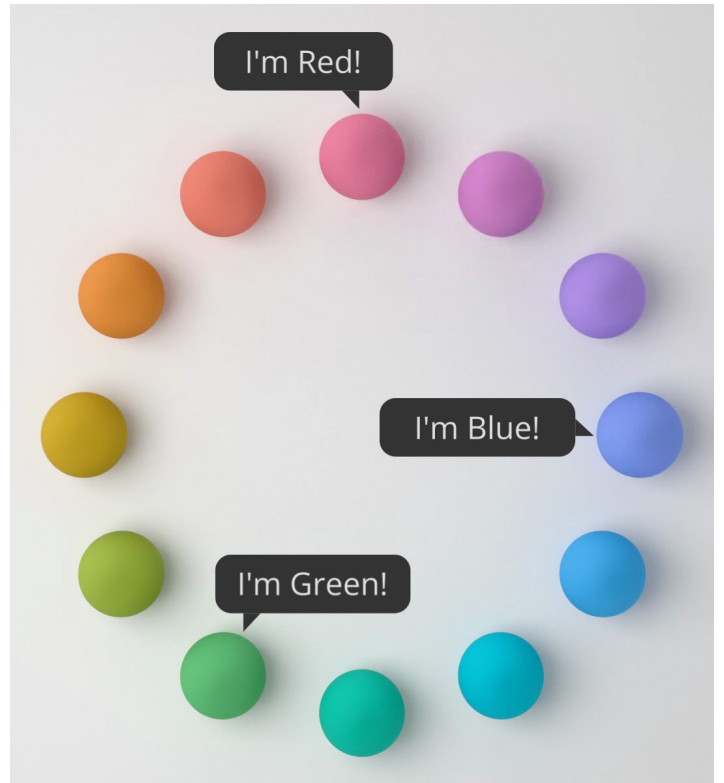
*Colour is a fundamental aspect of our visual experience influencing emotions, perceptions, and behaviors.*

Understanding colour is essential not only in areas such as art, design, photography, and marketing but also for our well-being, personal image, fashion choices, presentation skills, and social media presence.

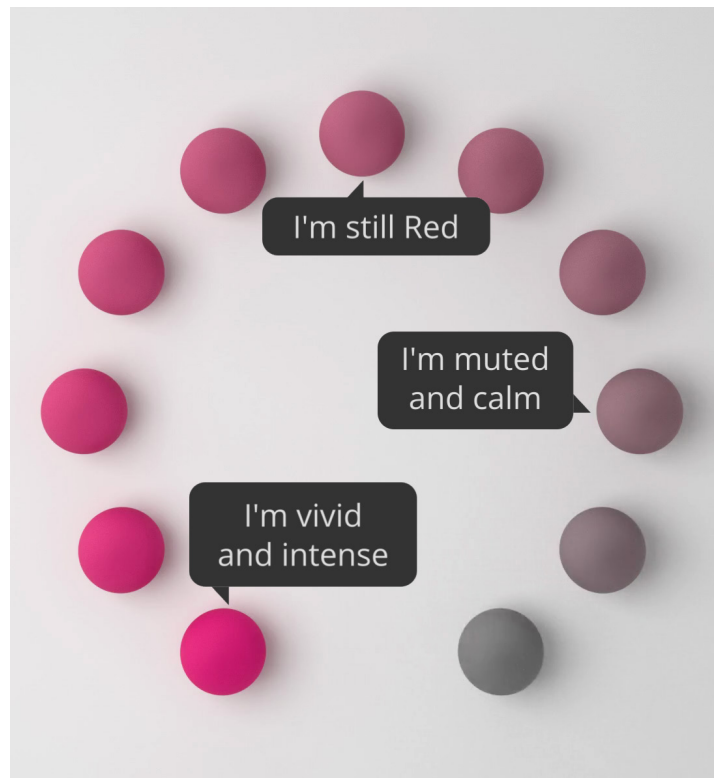
## What is Colour?

Colour, for our purpose, is defined by 3 attributes. Hue, intensity and lightness.

**1) Hue** is the pure colour such as red, blue etc.



**2) Intensity** is the strength of colour, i.e. how vivid or dull a colour is.



3) **Lightness** is how light or dark the colour is.



### What is Contrast?

Contrast is the degree of difference between two colours. Contrast can be of hue, intensity or lightness.

### Why is contrast important?

It is used to create emphasis, highlight important elements, and enhance visual appeal. Without contrast, designs can appear flat and uninteresting.



## What is a hue family?

A hue family includes all colours of different intensities and lightness of a particular hue.

## Why are hue families important?

Hue families help ensure that colours chosen from one hue family complement those from another, creating a pleasing combination.



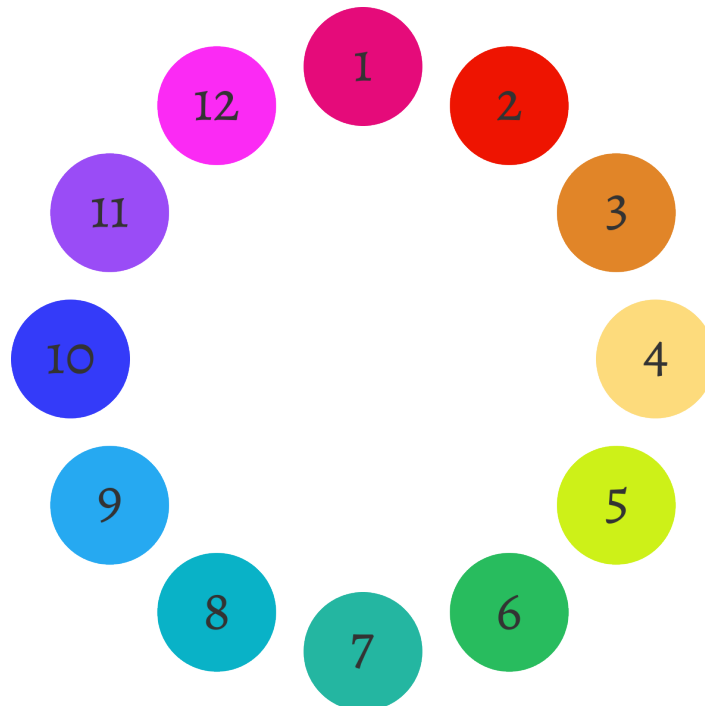
Hue Family 1 - Pink

## Our Colour System

We've curated our colour charts to provide a practical approach to colour selection. These charts not only assist in choosing colours but also inspire creative combinations that may not have been previously considered.

## How are the colours organized?

Colours are organised into 12 hue families as show in the hue chart below.



The wheel of all hue families from 1 - 12

## Hue Family Charts

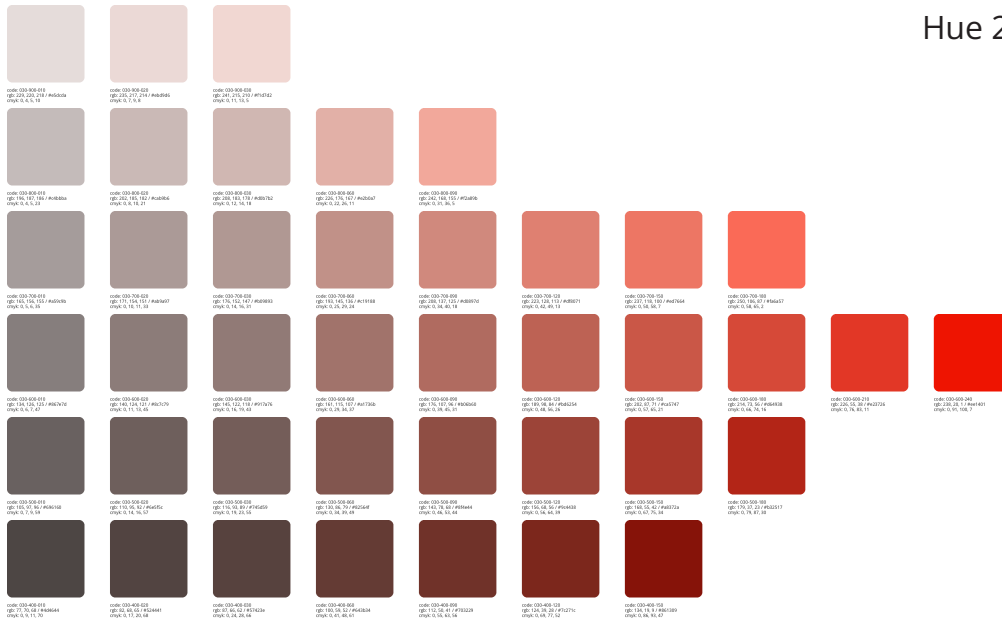
Each hue family (from 1 to 12) has colours in rows (6) and columns (12). Each row has the same lightness and each column has the same intensity.

# Hue Charts 1-3

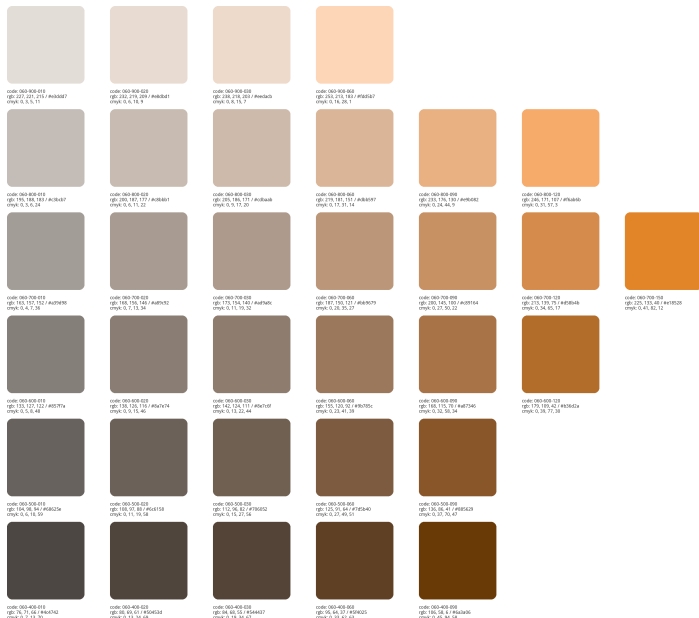
## Hue 1 - PINK RED



## Hue 2 - RED



## Hue 3 - ORANGE



# Hue Charts 4-6

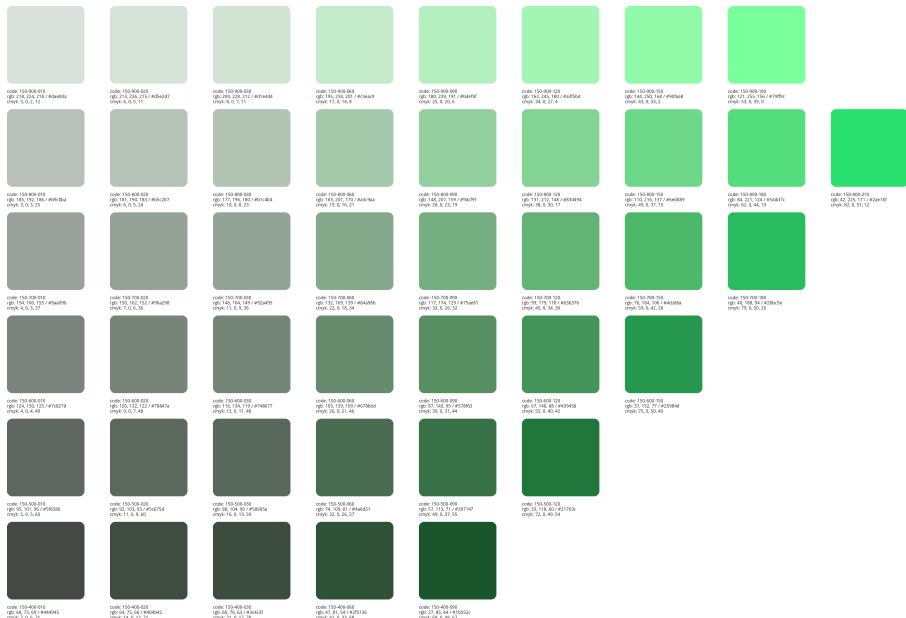
## Hue 4 - YELLOW



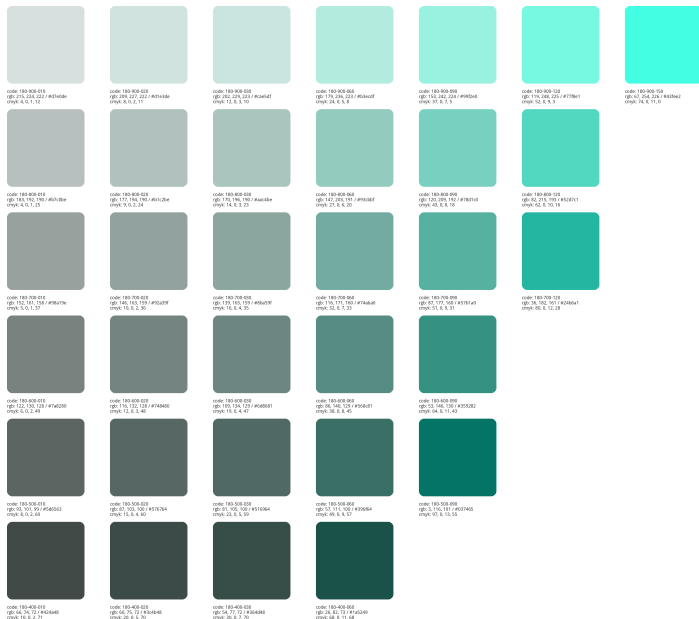
## Hue 5 - LIME



## Hue 6 - GREEN



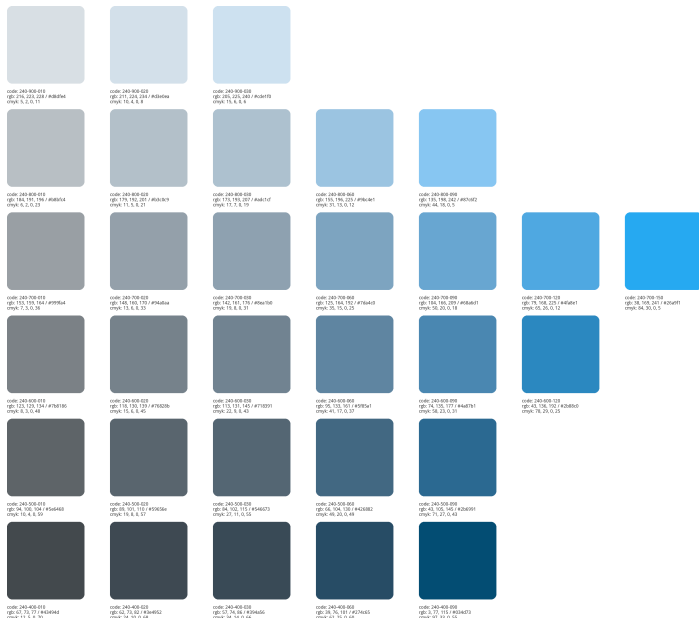
# Hue Charts 7-9



Hue 7 - TURQUOISE



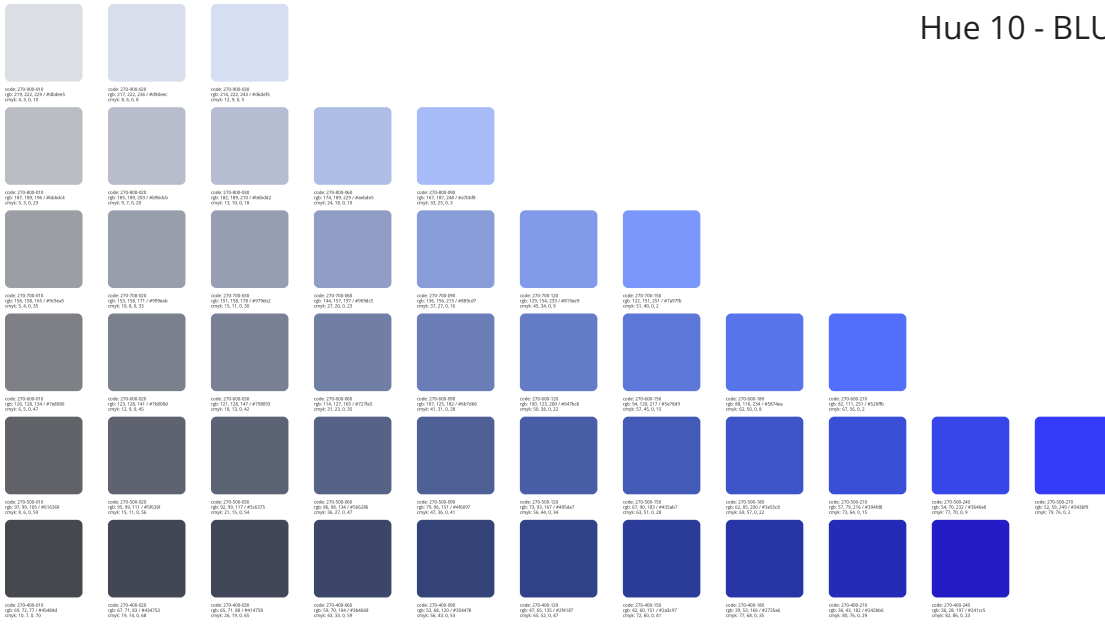
Hue 8 - AQUA



Hue 9 - SKY

# Hue Charts 10-12

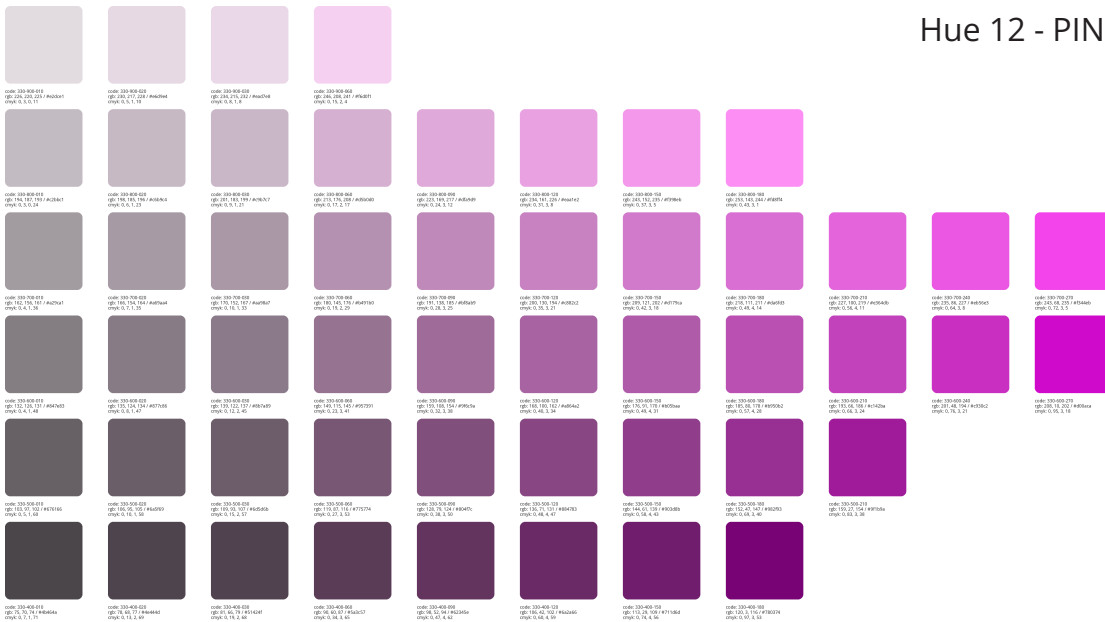
## Hue 10 - BLUE



## Hue 11 - PURPLE



## Hue 12 - PINK



## How to pick colours like an expert?

Everything we've learnt till now is only to help understand how to choose colours. When picking colours, no two (or more) colours match each other by their nature. In a setting, what is important is that the contrast between colours match to help provide focus and hierarchy.

Whether it be makeup, fashion, interiors, design, art or anything else to do with colour, this guide will help you choose better colour combinations.

1. Let's begin by choosing our main hue from the colours wheel. Pick any color you really like that fits your desired look. This sets the tone for the palette. You can pick any colour from the chosen hue family, a row (lightness) and column (intensity).
2. Decide how many colours you want in your palette. We suggest using no more than 2 or 3. Keep in mind that using too many colors can make your scheme look cluttered or confusing, at least until you're more confident in your colour choices.
3. Now choose the supplementary colours from the chosen hue families. Start with the same row (lightness) and column (intensity) as your primary colour. This is a good starting point for your colour palette.
4. After this, you can usually start by thinking of the contrast in your scene (either your room, design, art or clothing). Think about where you want emphasis. Change the row and column of your supplementary colours to create better emphasis. The general rules are:
  - a. Increase intensity to add focus, decrease intensity to reduce focus
  - b. Increase darkness to add focus, increase lightness to reduce focus
5. Remember, there's no correct colour palette. Only colour palettes which work for you. We'll go through an example of how this works in real life.

## An Example

Let's go through an example of how we choose a colour palette.

1. Let's go for a red themed bedroom. So let's pick red (1) our main hue. I particularly like Row 2, Column 4 so let's settle on that as our main colour.
2. I also think I'm going to give a 3 hue palette a go. In this scene I'd like to have some contrast but not too much. I'd like the bed to be the main standout of the scene. I think having blues and greens would be nice for this scene. So we can pick green (6) and light blue (8) as our supplementary hues.
3. Let's pick Row 2, Column 4 as the starting point for these hues as well. Let's put these three colours in our scene and see what we get.





4. The colours are working well. However, I think we can improve this image as there is too little contrast and there's no focus. So let's decrease the intensity of the wall. Let's pick Row 2, Column 3 and see what happens.



5. That's a lot more enjoyable. But the table sticks out like a sore thumb, so we get confused where emphasis in the scene is. So let's increase lightness of the table as well. Let's pick Row 1, Column 4 again.



That looks much better. The bed is the focus, which is what we wanted. It won't be that you'll get the perfect colour combinations from the start. You can play around with lightness and intensity of colours to get your favourite combinations. Subtle variations of colour can make a big difference.