Cracking the COLOR CODE

Understanding the color wheel and color scheme application.

Selecting a color palette for your yearbook is both an art and a science. The following tips and color schemes provide a sampling of the limitless possibilities available as you apply color within your yearbook spreads.

COMPLEMENTARY COLOR SCHEME
Using colors from opposite sides of the color wheel.

Blue was pulled from the photos as inspiration for the color palette, and combined with orange, a complementary color

BLUE
C: 73
M: 37
Y: 0
K: 0

ORANGE
C: 0
M: 51
Y: 100
K: 0

SPLIT COMPLEMENTARY COLOR SCHEME
Using two colors, opposite of a third on the color wheel.

Color can help you draw attention to the key elements within your spread. Using a split complementary color scheme, two colors were chosen that work together to complement the blue in this photograph. Bold colors draw attention to the important elements on this spread. Remember not to use dark colors behind dark text because it may be difficult to read.

C: 73
M: 37
Y: 0
K: 0

C: 2
M: 12
Y: 100
K: 0

C: 0
M: 88
Y: 100
K: 0

Yearbooks

ANALOGOUS COLOR SCHEME
Using colors directly next to each other on the color wheel.

Avoid distracting your readers by using no more than three colors within a given spread. A white or light-colored background, accented with similar colors, can be a great alternative to busy or dark backgrounds, which can detract from the images and text on your page. This analogous scheme uses colors directly next to each other on the color wheel to provide an appealing and unobtrusive design.

C: 88
M: 67
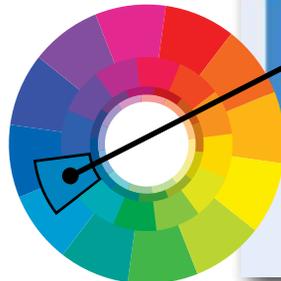Y: 0
K: 0

C: 73
M: 37
Y: 99
K: 0

C: 100
M: 0
Y: 35
K: 0

CMYK refers to the four inks often used in color printing:
cyan, magenta, yellow, and black

MONOCHROMATIC COLOR SCHEME
Using varying shades or tints of one color.

This scheme is made up of varying shades or tints of a blue pulled from the dominant photo. Shades are created by adding black to a color, while a tint is created by adding white. A monochromatic scheme creates a unifying and harmonious effect.

BLUE

C: 73
M: 37
Y: 0
K: 0

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