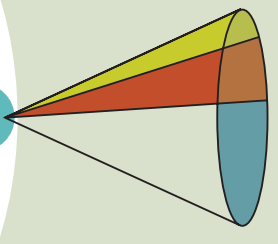


COLOR CONCEPTS 3

Using Color Effectively



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Palm-Size Press presents a series of guides to the basics of typography, color, and document design. Offered as PDF files on Adobe's Web site, these print-it-yourself booklets come with easy folding instructions. Collect them all for a little library of tiny tips!

USING COLOR IN DESIGN

Colors can be the first thing someone sees in your design, before they inspect the typography or read the text. Your choices can greatly affect the tone and message of your piece.



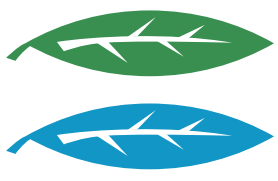
Inappropriate color choice



A better alignment of color and subject

MEMORY COLORS

We all have a set of notions about what certain colors mean or evoke. Color is subjective, but everyone thinks of a certain color if we say "fire engine" or "banana." Keep this in mind when designing with color—a catalog of fine leather luggage would probably not call for sunset reds and lime greens, and a brochure for a Hawaiian vacation would not use muted tones of burgundy and hunter green.



Though leaves may vary in color in nature, a stylized leaf reads better with green

WARM AND COOL

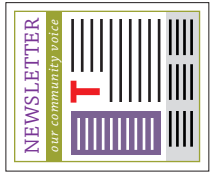
We might be tempted to think of experience-based temperature as it applies to color: Fire is hot or warm (red, orange); water or ice is cool (blue, white). However, since fire can be white and water can also be boiling hot, this analogy is not perfect. The basic color wheel has more "warm" colors than "cool" ones, but the relative warmth of a color depends on the colors and the light in its proximity.



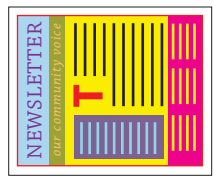
All of these blues can seem cool when near warmer colors such as red. When together as above, the blue on the left appears coolest.

ECONOMY OF COLOR

Whatever your design, using less color than more is usually a good idea. Too many colors can distract from your message by forcing your readers to sort through each color's memory associations, as well as the various color relationships created.



Still colorful, but less noisy



Chaotic use of color

COMPLEMENT VS. CONTRAST

If you are using several colors in your design, take note of their relationship on a color wheel. Analogous colors (next to each other on the wheel) might support each other better in a piece that needs harmony. A pair of complements can also be a good choice to liven up a design—they will have a natural balance, because every complementary pair contains the three primaries. In either case, it is a good idea not to mix colors of vastly different saturation, but useful to contrast colors of different value for zest.



Analogous



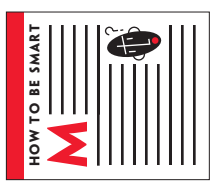
Complementary

TWO-COLOR PRINTING

Red can really pop off a page. Use it with caution as a second color (with black), though, since its tint is pink, which reads as a different hue. Green or blue are choices that have more versatility as a second color due to their more harmonious tints. If you are using photographs, investigate second colors that would make a good duotone halftone, such as grayish blue, to really give your pictures some elegance and depth.



Green or blue work well when you use halftones or duotones



Red as a second color can really be striking

PALM SIZE PRESS: FOLDING INSTRUCTIONS

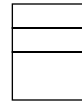
You can print out the second page of this PDF file and fold and cut according to the following instructions—then you'll have another addition to your little library of tips!



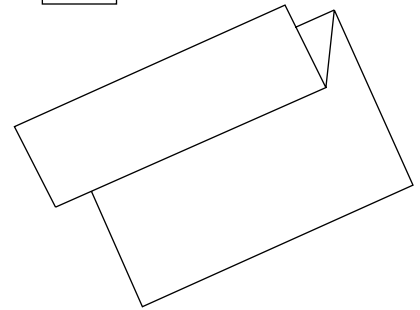
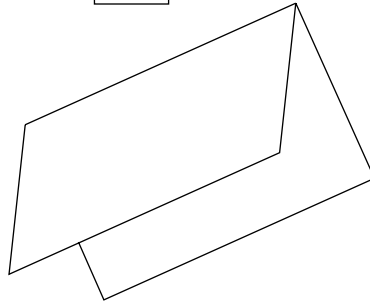
1. Start with the 8.5x11 piece of paper you printed out.



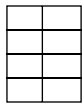
2. Fold in half shortwise, printed side out.



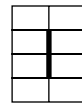
3. Fold back one edge to the middle fold.



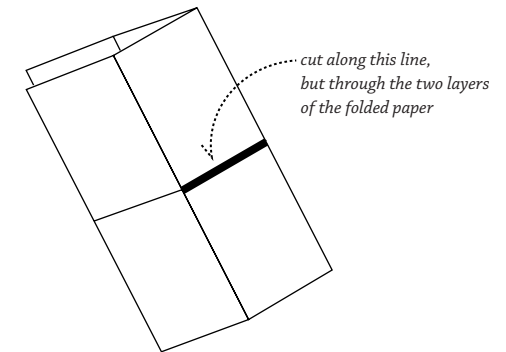
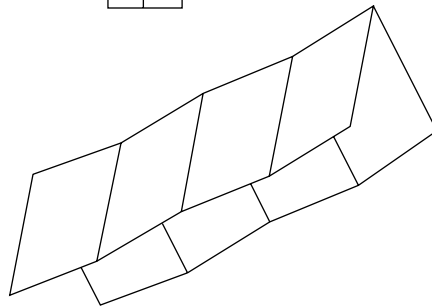
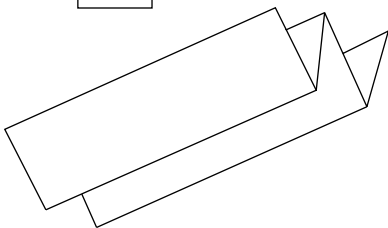
4. Fold back the other edge to the middle fold.



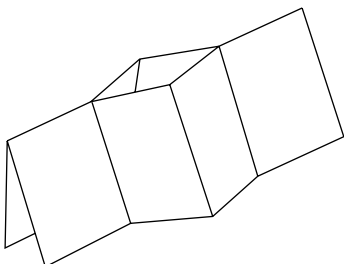
5. After unfolding the sheet, fold longwise, printed side out.



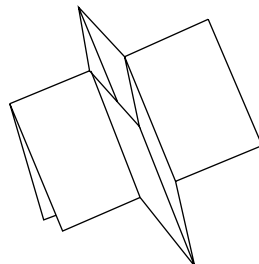
6. Refold shortwise, then use scissors to cut along the line marked here in bold.



7. Holding each end, push to the middle to open up where you made the cut.



8. Push all the way in.



9. Fold the left edge over to create the cover. Now it is a book!

