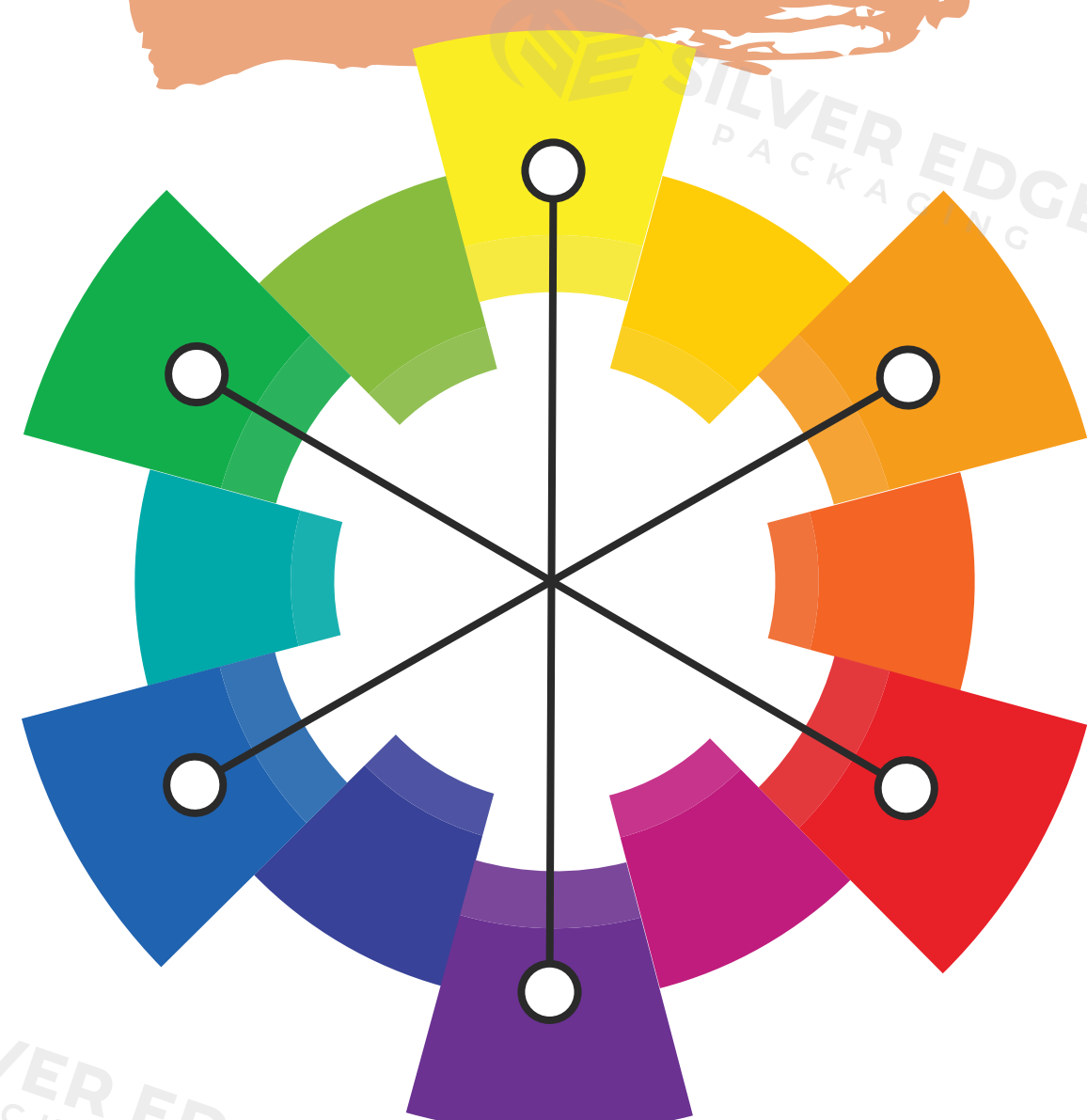


# COLOR SCHEMES

Custom packaging can be designed in a variety of colors. The main color schemes in the packaging include:



## COMPLEMENTARY COLORS



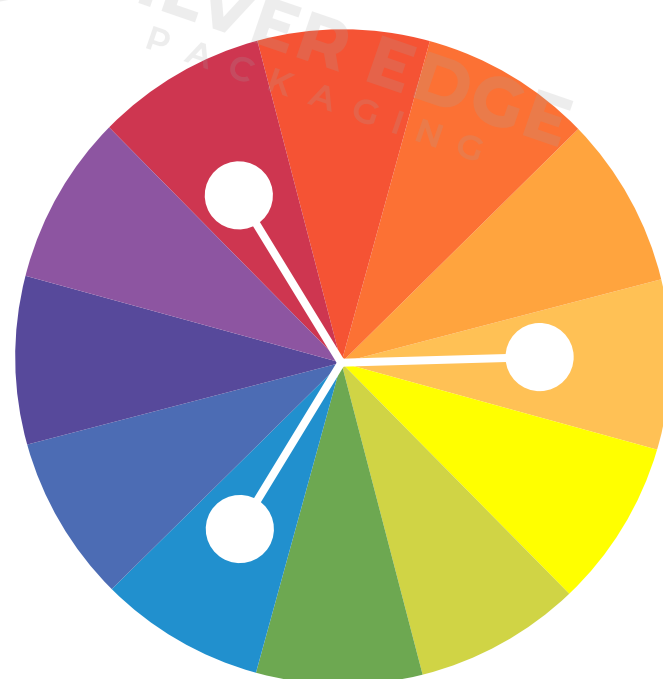
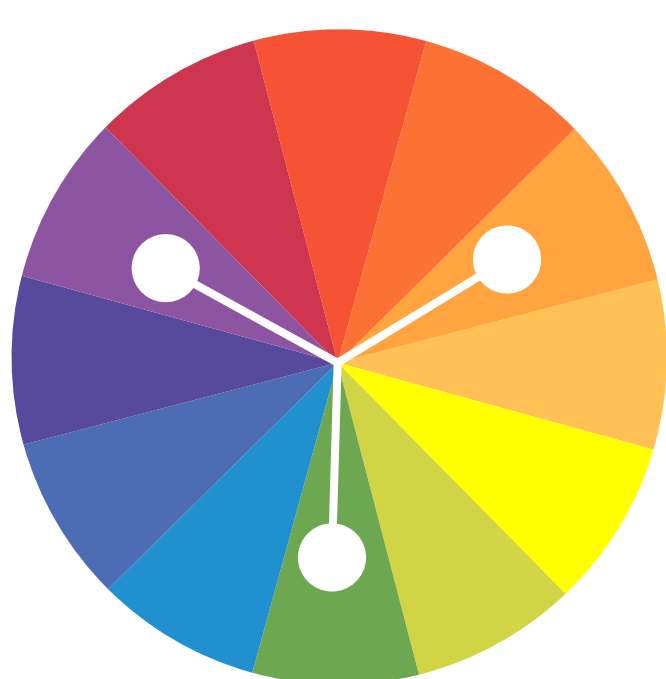
These are the colors directly opposite each other on the color wheel, such as red and green, blue and orange, and purple and yellow.

## ANALOGOUS COLORS



These are the colors that are adjacent to each other on the color wheel, such as yellow-green, yellow, and yellow-orange.

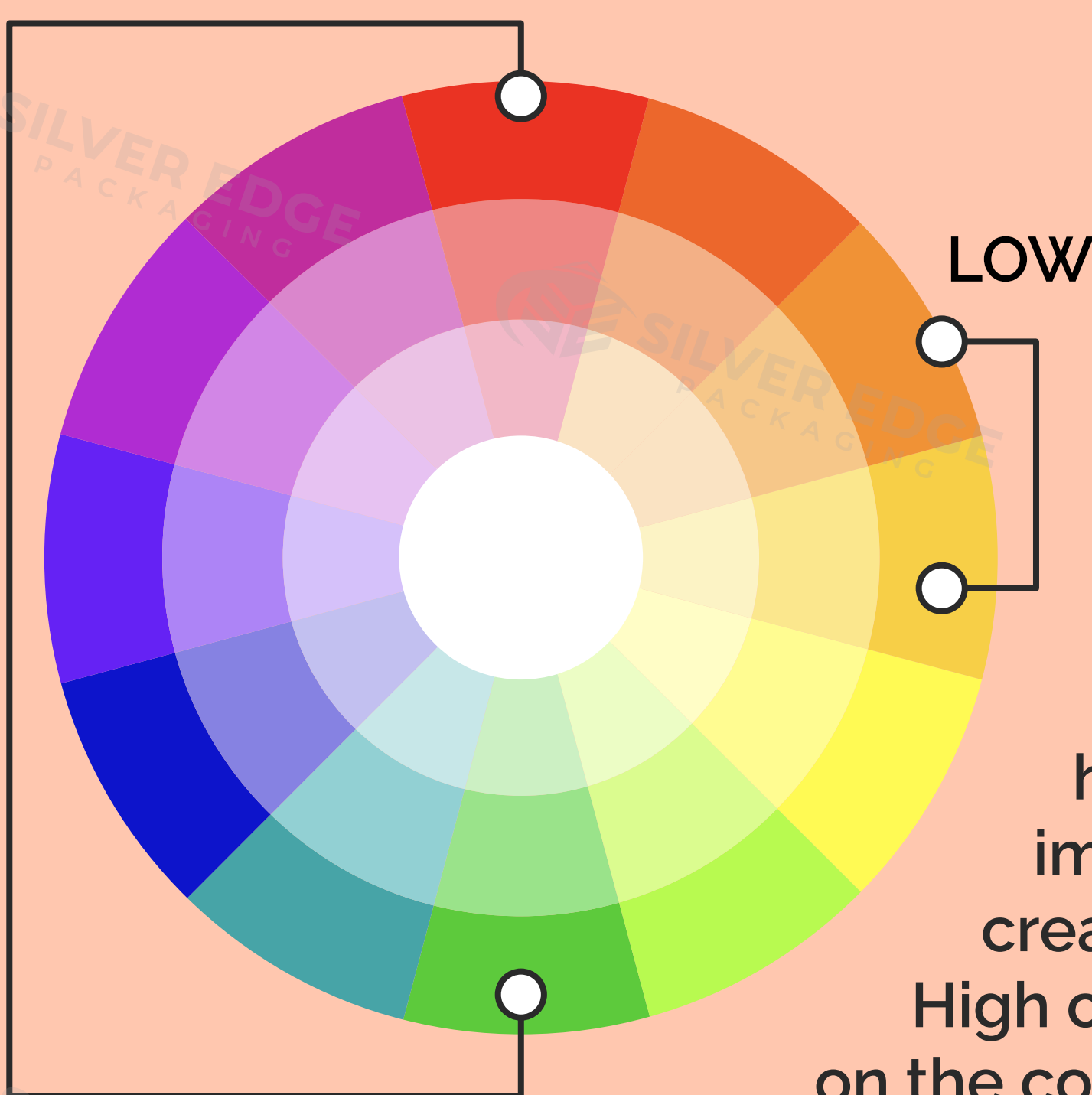
## TRIADIC COLORS



Colors that are evenly spaced around the color wheel, such as red, yellow, and blue.

"People decide whether or not they like a product in 90 seconds or less. 90% of that decision is based solely on color."

HIGH



LOW

# COLOR CONTRAST

Color contrast is the difference in light intensity between two colors. It is used to make elements stand out, create a visual hierarchy, and draw attention to the important parts of a design. It also helps to create a sense of harmony in a design.

High contrast colors are colors that are opposite on the color wheel, such as blue and orange or red and green.

On the other hand, low contrast colors are close together on the color wheel, such as blue and purple or yellow and orange.

**GREEN**

- + Health, Hope, Nature, Growth
- Boredom, Blandness, Envy, Debilitation

**RED**

- + Power, Energy, Passion, Excitement
- Anger, Warning, Danger, Pain

**BLACK**

- + Security, Elegance, Power, Authority
- Mourning, Evil, Coldness

**YELLOW**

- + Optimism, Happiness, Serenity
- Fear, Caution, Anxiety, Irrationality



**BLUE**

- + Trust, Logic, Loyalty, Serenity
- Coldness, Unappetising, Emotionlessness

**ORANGE**

- + Courage, Confidence, Creativity, Energy
- Frustration, Immaturity, Ignorance, Deprivation

**PURPLE**

- + Trust, Logic, Loyalty, Serenity
- Coldness, Unappetising, Emotionlessness

