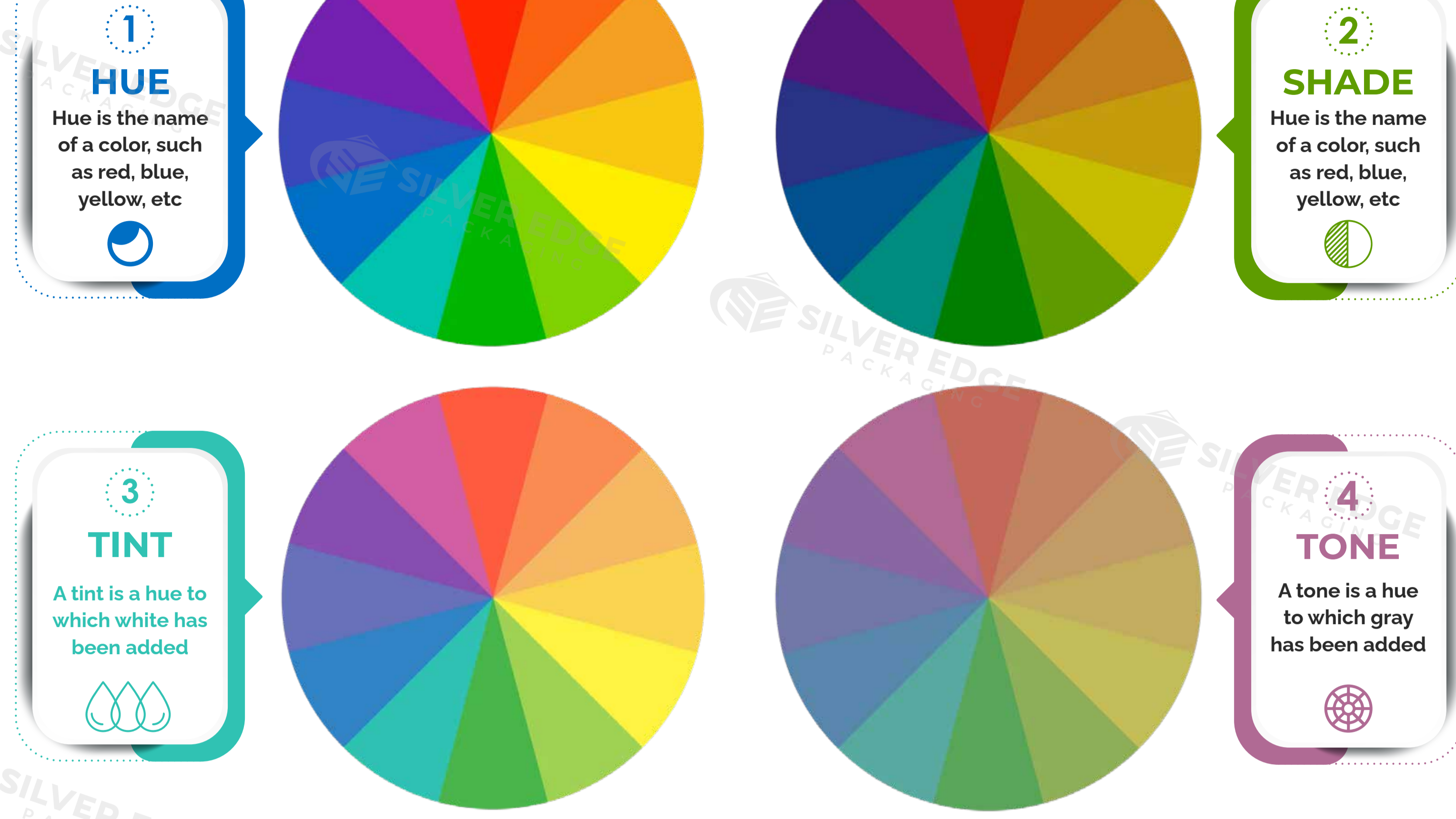# COLOR TERMINOLOGY

Color Terminology is a set of terms to describe and define colors. These terms can include hue, tint, shade, saturation, brightness, and more. Color Terminology helps to accurately describe the differences between colors and to create a common language for those working in the design and fashion industries.

TERMS

Some essential terms you should know in color terminology are include:

1 HUE
Hue is the name of a color, such as red, blue, yellow, etc

2 SHADE
Hue is the name of a color, such as red, blue, yellow, etc

3 TINT
A tint is a hue to which white has been added

4 TONE
A tone is a hue to which gray has been added

WHAT IS THE COLOR WHEEL?

The color wheel is a visual representation of the relationships between different colors. It is a circle of 12 colors, separated into three categories: primary, secondary, and tertiary. The color wheel assists artists and designers to choose colors that create harmony and balance in their artwork. Here are some essentials to know about the color wheel!
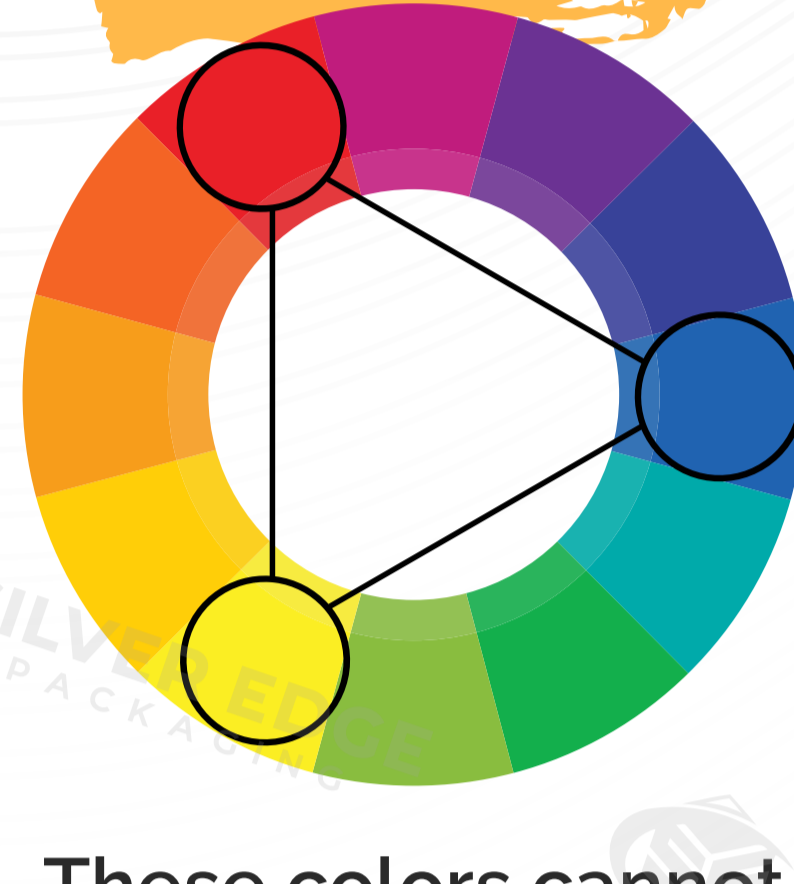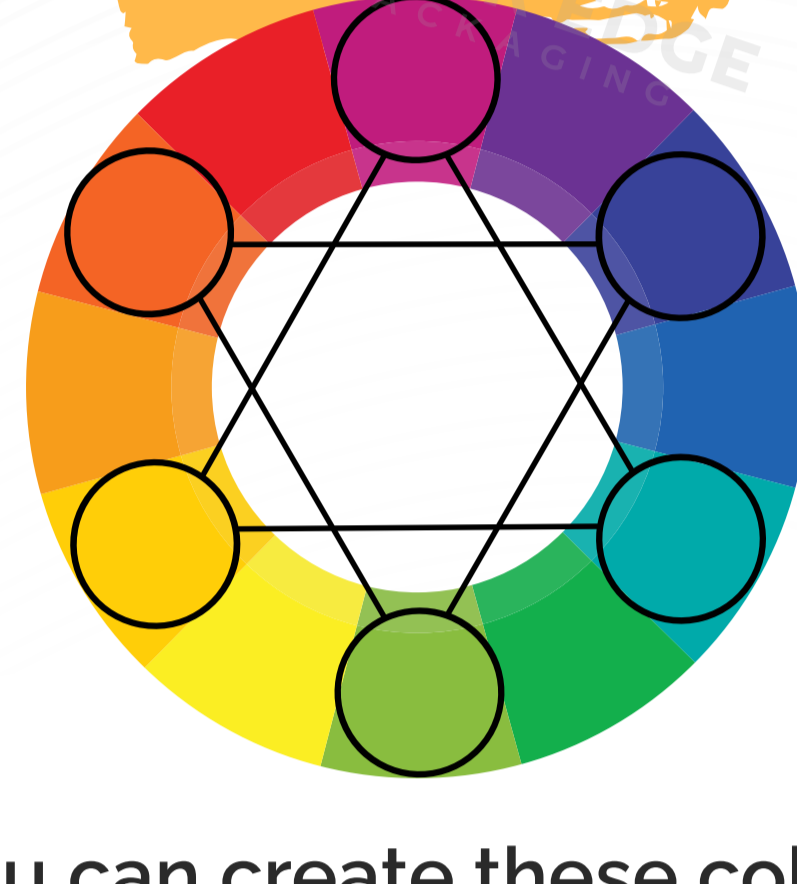
PRIMARY COLORS
These colors cannot be created by mixing other colors, such as red, yellow, and blue.
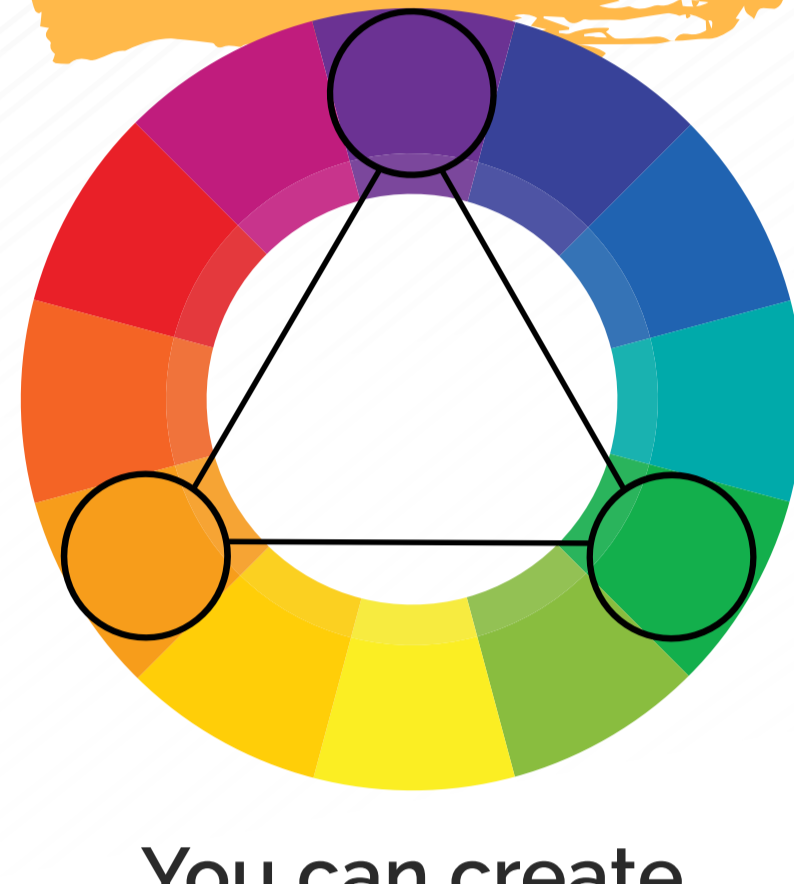
SECONDARY COLORS
You can create secondary colors by mixing two primary colors, such as orange, green, and purple.

TERTIARY COLORS
You can create these colors by mixing a primary and secondary color, such as yellow-orange, blue-green, and red-purple.
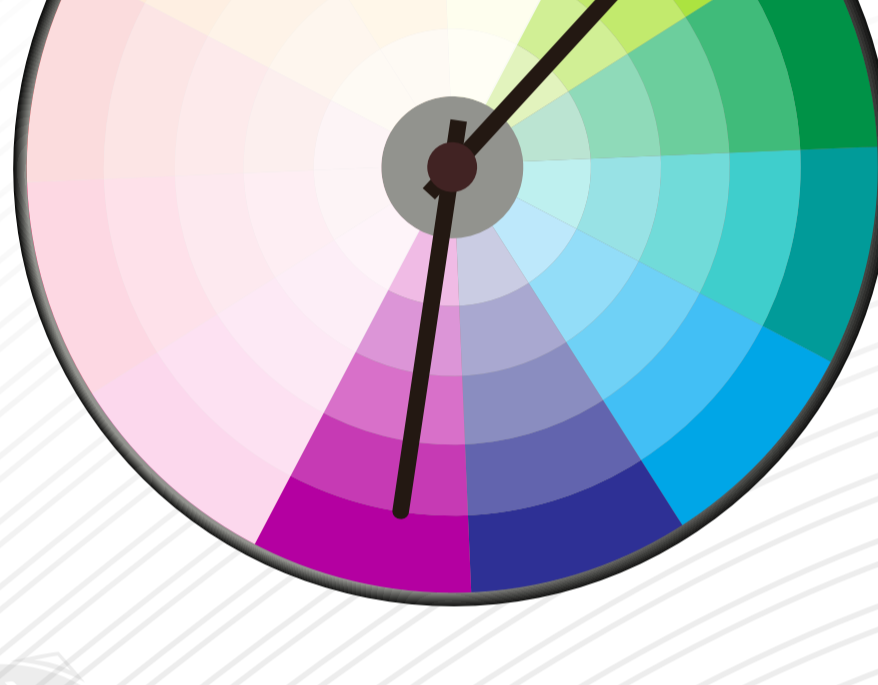
WARM COLORS
This is a group of colors that evoke feelings of warmth, energy, and comfort, such as red, orange, and yellow.

COOL COLORS
It is a group of colors that evoke feelings of calm, peace, and relaxation, such as blue, green, and purple.

WHAT IS A COLOR PALETTE FOR PACKAGING?

A Color Palette for packaging typically consists of four to five colors to create the overall look of the packaging. This could include primary colors, neutral colors, or a combination of both. Color palettes are perfect to create a strong visual identity for the product. Common colors for packaging include black, white, grey, blue, green, yellow, orange, and red.

COLOR MATCHING SYSTEM IN PACKAGING?

A Color-Matching System for packaging is a system that helps to ensure that the colors of packaging are consistent across different production runs. This system uses a combination of software, hardware, and color standards to help designers and manufacturers achieve consistent color in their packaging. The system uses a variety of techniques, such as digital color measurements, spectrophotometry, and colorimetry, to match colors accurately. This system facilitates many industries, such as cosmetics, pharmaceuticals, food, and beverage.

COLOR GAMUT FOR PACKAGING

Color gamut is the range of colors that a specific printing device or a printing method can accurately reproduce. The wider the color gamut, the more accurate and vivid the colors will be. For packaging, this typically includes the CMYK color spectrum, as well as spot colors.

COLOR SPACE IN PACKAGING

Color Space for packaging is the specific range of colors to create a uniform look and feel across a brand's packaging. It usually consists of a few colors, often based on the brand's logo, to create a cohesive look on various packages.
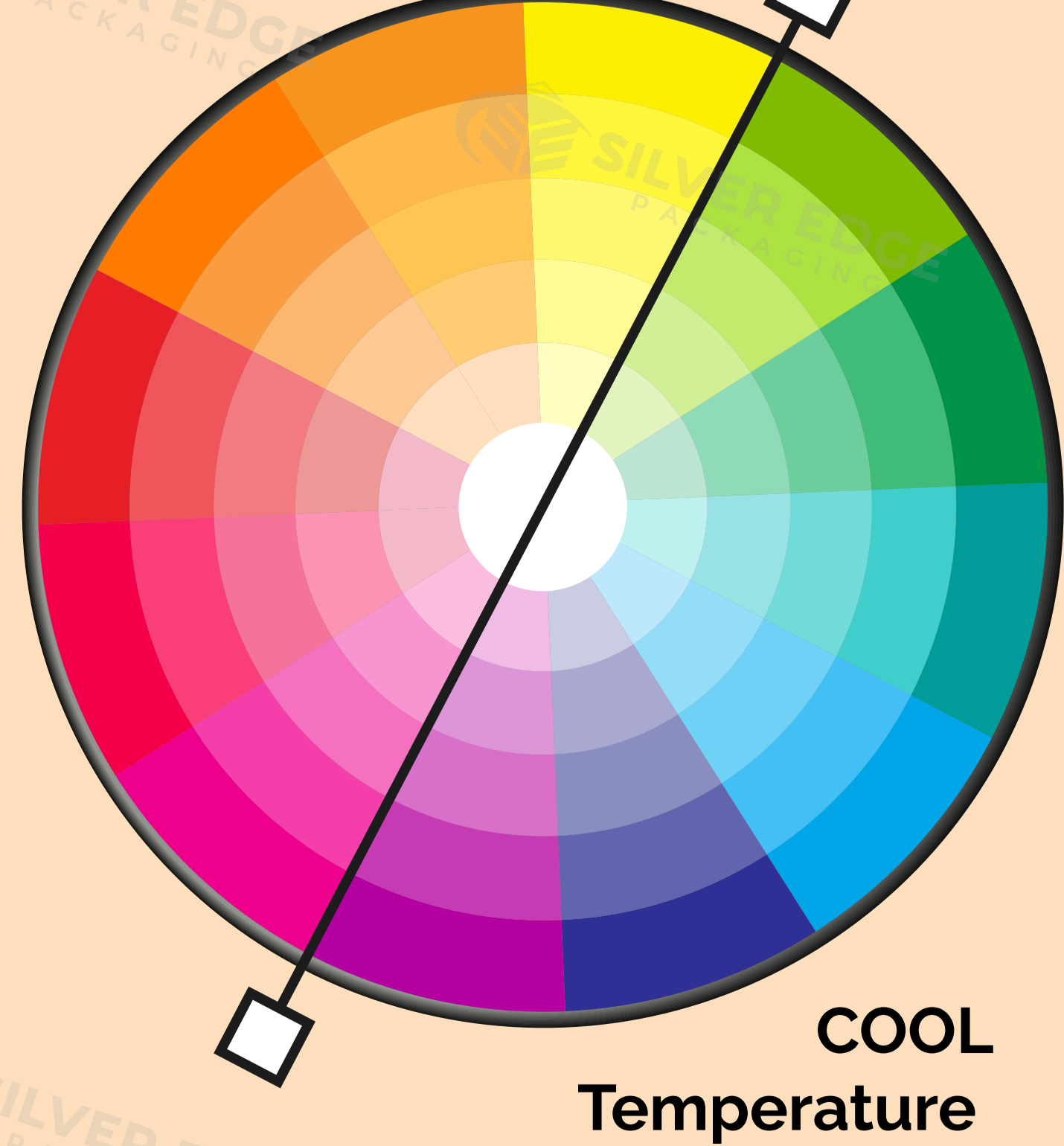
COLOR TEMPERATURE FOR PACKAGING

The color temperature of packaging is typically determined by the product being packaged, the desired visual effect of the package, and the printing material and method used for printing. Generally, the packaging is designed to be printed on either a warm or cool color temperature. A warm color temperature is ideal for giving a product a bright, cheerful appearance.

Meanwhile, a cool color temperature is ideal for giving a product a more calming, classy appearance.

WARM Temperature

COOL Temperature