**Colour Theory**

Why is colour theory important? A guide to powerful graphic design.

Is colour theory affecting how your graphic design and marketing is being perceived without you even knowing it? What is it and why does it matter? Here's how you can start to use colour theory to aid in powerful graphic design.

What is Colour Theory?

First of all, it's really important to have an understanding of the colour wheel. The colour wheel can be split into the following areas:
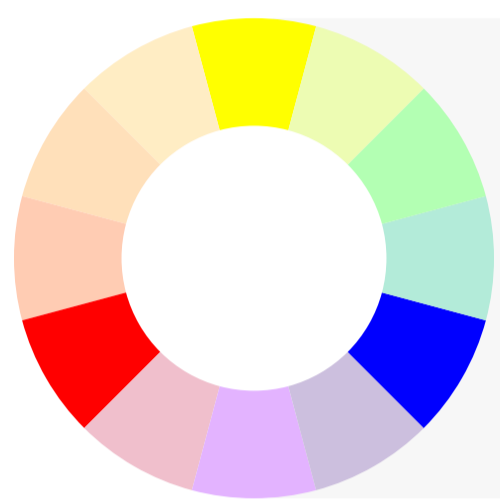
Primary

Red, Yellow and Blue make up the Primary Colours and can be mixed to create every other colour that exists.
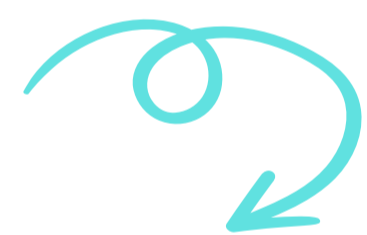
Secondary

Orange, Green and Purple are our secondary colours! Secondary colours are created by mixing two primary colours together.

Complementary

These are opposite on the colour wheel. Looking at the colour wheel you can see orange and blue are opposite and therefore complementary colours!

Tertiary

Tertiary colours are created from mixing both primary and secondary colours together. These are the colours that fill up the rest of our colour wheel.

Knowing these basic principles of colour theory is going to help you identify phenomenal graphics that are naturally appealing to the human eye. Choosing colours that work well together is one of the pillars of premium graphic design. The more harmonious your palette is the better your graphics will appear visually!

So, why is it important to use colour theory in graphic design?

If you are wondering why your marketing might be under performing, look to your graphic design. How appealing is it? How much does it help you to stand out from your competition and what is it communicating to your audience? If you feel underwhelmed by the final asset, the chances are that your customers will feel the same. Make sure every piece of content you supply your customers with is working in your favour by choosing your colours carefully!

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