

Chapter 4:

10 Rules of Color



There really are no right or wrong ways to use color. Some color design processes and color combinations work better than others, but there are many ways to achieve great results. We offer these ten rules as a way to approach color. The rules incorporate physics, theory, psychology, economics, aesthetics, and usage in order to effectively harness this powerful design element.

1. Convey information.
2. Create color harmony.
3. Attract and hold attention.
4. Remember that context is everything.
5. Consider that experimentation is key.
6. Know that people see color differently.
7. Assist in mnemonic value.
8. Think about composition.
9. Use standardized color systems.
10. Understand limitations.