

# *Color*



**We'll start with color.**

*Why?*

First, because it's obvious. Other than your silhouette, it's the first thing anyone will notice. And second, because it's easy to wrap your head around.

You can tell when someone's doing it well -- whether you're conscious of it or not -- and so can everyone else. That means it has ***impact***.

Light or dark. Vivid or dull. Simple or complex. The colors you wear can communicate a whole host of meanings.

*Will you be bold? Aggressive?  
Garish?*

*Will you blend in? Fade away?  
Vanish entirely?*

*Are you practical? Whimsical? Mysterious, adventurous, or charming?*

**That is for you to decide.**

# Monochrome ①



**Simple can be striking.**

The steadfast adherence to a single hue assures everyone at the very least that you're paying attention.

And it *does* make a statement. What that is depends on the color you choose.

Black and white look clean and confident.

# Monochrome ②



Dull, faded, or pastel tones will still stand out if you're wrapped in them from head to toe. This look has the potential to be quite effective, if you choose well.

And if you decide to go out swathed in neon, there will be no doubt in anyone's mind that you're looking for attention. I promise, you'll get it.



# Values ①



## **Light & shadow, not scruples**

Add energy, complexity, and movement, *without* worrying whether you're matching, simply by playing within the values of a single hue.

This technique will work in color or greyscale. Not every color will work for everyone; black and white will.



# Values ②



It isn't often you'll find someone dressed *entirely* in shades of one color; usually you'll have to forgive some black or white. But this lad comes admirably close to being covered in rust and burgundy. Note that even though his undershirt is off-white, there's a **warmth** to it that allows it to sit well with the rest.



# Color Theory ①

*What do I mean by warm, or cool?*



The answer to that is intuitive enough.

**Warm colors** are those tending closer to orange and yellow.

**Cool colors** tend towards blue.

Stick to one or the other for unity, or mix them for contrast.

# Two-Tone ①



**Compare the blues here to the reds before.**

Where red is aggressive, this dark navy is self-assured. There's a reason blue is used for uniforms, and why politicians gravitate towards it. It conveys confidence and authority. Set off with a bright, warm color like red or orange, it's eye-catching too.