

Two-Tone ②



High Contrast.

If you're going to wear a bright color, it's often good to balance it with a dark one.

Think of it like the visual equivalent of a good hot sauce. Delicious in the right quantities, but you wouldn't necessarily want to eat a bowl of it.

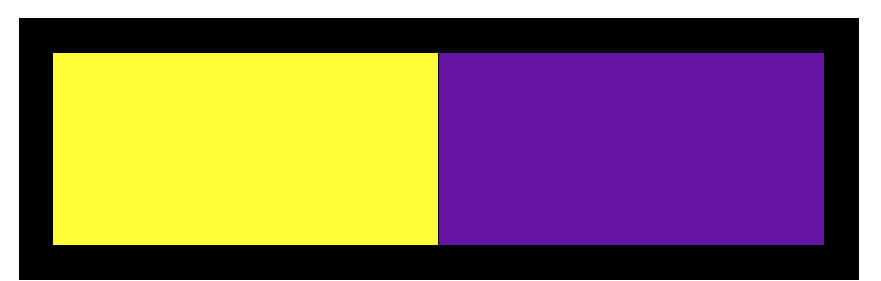
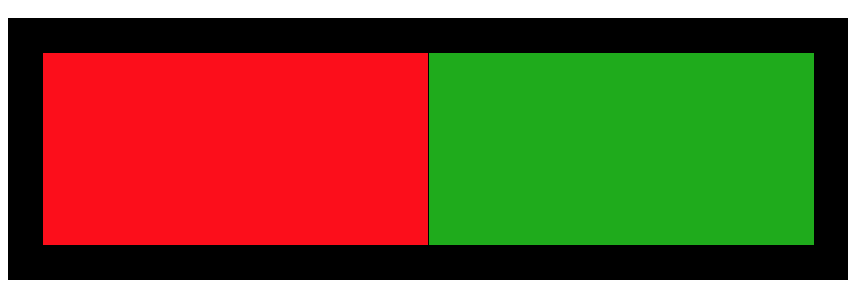
Color Theory 2

Let's pause a moment to discuss how colors interact.

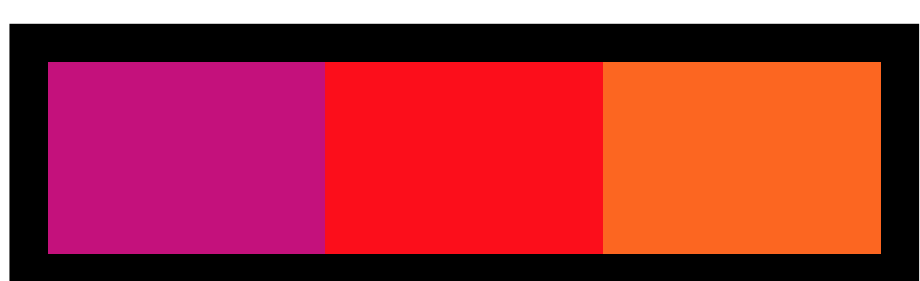


You can do a great deal with a little understanding. First, two concepts:

Complements - Colors on opposite sides of the wheel *will* go together. And they will *vibrate* together too. *Very* eye-catching at full intensity.



Analogs - Colors next to each other on the wheel also *work well together*, with a lot less contrast. Set off an analog outfit with a striking complementary *detail*.



Complements 1



Why do these blokes look so undeniably sharp?

Because whether you realize it or not, they're taking advantage of complementary colors, or near enough.

Blues and oranges--or in this case *ochres*, which lean toward yellow.

Avoiding the brightest hues creates a nice contrast without being blinding.

Complements 2



I'm particularly excited to show you this one.

It's a damned fine piece. Powerful.-subtle. A perfect example of complements, deftly employed. See--the rule still works if you turn down the heat. Those beiges are *orange*, my friend.

Same Color

Higher Intensity ►►►

Complements ③



Another fine example of blue & orange paired.

If you can imagine each color at its fullest intensity, as it appears on the color wheel, you'll begin to see why it works.

It needn't be a perfect match. A close pairing will get you where you need to go.

Analogs ①



No need to be too strict.

Look at them. You never saw a pair of young men better put together than these two, sliding along the spectrum between orange and green. Yellow is a vivid color; they used it sparingly, but you'll find it. And the gentleman on the right has complementary blues on his orange jacket.

Analogs ②



Or this effective combination of greens and golds.

Where does gold sit on the color wheel? Somewhere between orange and green, depending on the tone. It's all context really. Gold by any other name is really brown.

And by the way, it goes with damned near everything.



Especially black.

It's hard to beat the combination of black and gold done well.