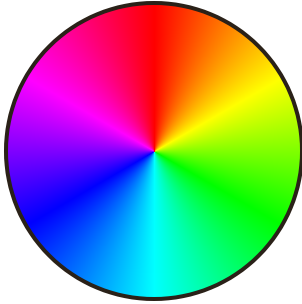


analogous • complementary • hex • HSB • monochromatic



Hue: the name of the color itself (red, blue, yellow-green, and more)

Saturation: how intense/pure vs. dull/gray a hue is

Value: how light or dark a color is

Label two _____ colors (directly across the wheel) and three _____ colors (next to each other on the wheel).

1. A **color scheme** is a planned combination of colors. Name the scheme:
opposite colors = _____; neighboring colors = _____; one hue, many values = _____.
2. Illustrator lets you dial in a color three ways: **CMYK** (Cyan/Magenta/Yellow/black, for print), **RGB** (Red/Green/Blue, for screens), or _____ (Hue/Saturation/ Brightness, often the most intuitive for a human to reason about).
3. **Grayscale** uses only values of gray, no hue or saturation at all.
4. A _____ value is a 6-digit web color code (like #2C6E49). It's just another way of writing an RGB color.
5. A **spot color** is a single, pre-mixed ink (like a specific Pantone shade) printed exactly, instead of built from CMYK dots, used when color consistency really matters (a logo's exact brand color).
6. A **rich black** mixes some Cyan/Magenta/Yellow in with 100% black for a deeper, denser black than K alone, useful for large black print areas.

Discuss: Why might a brand's logo be printed in a spot color instead of building that exact shade from CMYK every time?