

color theory 101

Makeup application allows you to use your creativity and artistic skills to beautifully transform your client's looks. Color and texture combined with your client's moods and desires will give your client a wearable fashion forward look.

Just as an artist works with a paint palette, the makeup artist will work with a palette of makeup colors to discover the client's perfect match for foundations, powders and concealers and apply the best colors for the client's skin tone.



There are 12 segments of the color wheel consisting of primary, secondary and tertiary hues (color names).

PRIMARY COLORS: Primary colors are the base colors on the wheel. All other colors are developed by using them. Primary colors as follows:

RED YELLOW BLUE

SECONDARY COLORS: Secondary colors are achieved by mixing equal amounts of any two primary colors. Secondary colors as follows:

ORANGE VIOLET GREEN

TERTIARY COLORS: Tertiary colors (intermediate colors) are created by combining the primary and secondary colors located next to each other on the color wheel. The 6 tertiary colors are as follows:

RED-ORANGE YELLOW-GREEN BLUE-VIOLET
YELLOW-ORANGE BLUE-GREEN RED-VIOLET

COMPLIMENTARY COLORS: Complimentary colors are created when two colors are mixed together that are opposite one another on the wheel. The results are always neutral brown shades. Complimentary colors are used by makeup artists often to neutralize various discolorations in the skin tone.

RED/GREEN YELLOW/VIOLET BLUE/ORANGE
RED-VIOLET/YELLOW-GREEN BLUE-GREEN/RED-ORANGE
YELLOW-ORANGE/BLUE-VIOLET

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COLOR VALUES: The lightness or darkness of a color. When black is added to a color, a shade of that color is created (which is a darker or lower value of the color). When white is added to a color, a tint of that color is created (which is a lighter value of the color).

Shades = Black + Color

Tints = White + Color

COLOR INTENSITY: The degree of purity or brilliance of a color (saturation of pigment). The saturation strength of pigment in a color can vary in all colors.

ANALOGOUS COLORS: Colors that are located next to each other on the color wheel.

MONOCHROMATIC COLORS: Colors that are created from one color in combination with any or all of its tints and shades are called Monochromatic.

ACHROMATIC COLORS: Colors that are not a part of the color wheel are called Achromatic colors. These colors are black, white and any hue created from black and white mixed together (grays).

Colors can be used to create all kinds of effects. Bright colors will advance and make an area covered appear larger. Dark colors will recede and make an area covered appear smaller. Makeup artists use this concept in application (light emphasizes or opens up the area; dark minimizes or sinks the area).

Colors can also reflect or steal other colors. Colors that reflect will emphasize more of a color (red fabric next to ruddy face). Colors that steal color will minimize another similar, weaker shade (vibrant blue eye shadow will steal intensity from blue eyes making the eyes appear slightly paler).

COLOR TEMPERATURES: Colors have tones of temperatures: WARM, COOL and NEUTRAL. Warm colors have a golden (yellow) undertone. Cool colors have a blue undertone. Neutral colors contain shades of browns, grays and true reds.

FOR MORE INFO CALL: 1-800-790-2417 OR VISIT WWW.COLORLABPRIVATELABEL.COM