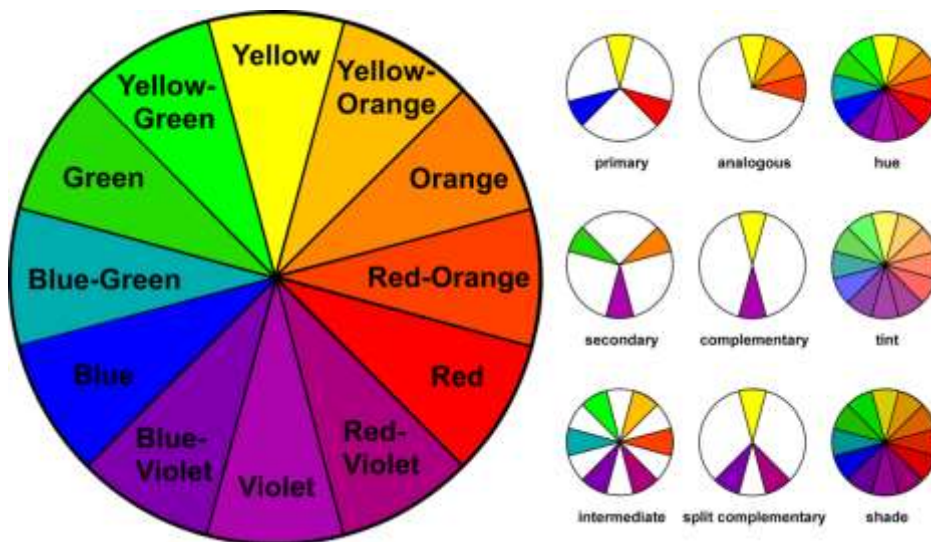


Colour Wheel

The Colour Wheel

A colour wheel is a handy tool to use in developing a colour scheme for a store. The colour wheel consists of 12 colours, as shown on the following page. Several colour schemes are possible by choosing different combinations. Some common colour schemes that can be used to plan a display are listed below.

There are no absolute rules for choosing and combining colours, only flexible guidelines. Imagination and experimentation will find colour schemes that lend to the atmosphere and attract customers. The type of merchandise featured, such as hardware, jewellery, clothing, etc., will have an effect on the type of colour schemes that can be used and the extent to which they can be used.



MONOCHROMATIC SCHEME A single colour on the colour wheel is used with three to five tints and shades of that single true colour in this scheme. Several pieces of blue merchandise each consisting of a different value ranging from baby blue to navy blue, is an example of a monochromatic colour scheme.

ANALOGUES SCHEME	Any three or four consecutive colours on a colour wheel create an analogous scheme. This can be used to create a soft and subtle decor and warm or cool effect. This colour scheme needs to be used with caution so as not to end up with an over stimulating nor depressing atmosphere. Examples of analogous schemes could be yellow, yellow-green, green and blue-green, or blue, blue green and green.
TRIADIC SCHEME	Every fourth colour on the colour wheel for a total of three colours make a triadic colour scheme. This is a good combination of colours that can create the muted, traditional look as well as more vibrant colour characteristics of modern colour schemes. An example could be red, blue and yellow.
COMPLEMENTARY SCHEME	A complementary colour scheme is represented by two colours that are exactly opposite one another on the colour wheel, such as green and red or yellow and purple. It can result in a very pleasing combination of warm and cool colours. Avoid using opposite colours in equal amounts of light and dark combinations.
SPLIT COMPLEMENTARY SCHEME	Three colours forming a Y on the colour wheel consists of a base colour and one colour on each side of the base colour's complement (opposite colour). It is a popular colour scheme to create interest and richness. Examples are yellow, blue violet and red-violet, or blue, yellow-orange and red orange.

DOUBLE
COMPLEMENTARY
SCHEME

Four colours, consisting of any two sets of complementary colours create a double complementary scheme. Be careful not to create a display that is too busy when using this colour scheme. An example of this colour scheme would be yellow and purple, as well as red-orange and blue-green.