Use Of Colour In Tones

Two colours that are next to one another on the colour wheel with very little space between them make up a tone on tone scheme. Generally, no change in either intensity, such as degree of brightness, or in tints or shades is used in a tone on tone scheme. A display of blue and blue-violet silk flowers is an example of this scheme.

A dominant colour must be selected in developing a colour scheme. A single colour can be monotonous. However, a pleasing effect can be obtained by adding the right colours using an uneven balance between warm and cool colours.

Knowing about colour and its effect on the viewer can be helpful in designing displays. Certain colours create intense vibrations when used together. Bright red and yellow create a hot, festive atmosphere that suggests a celebration or circus. Too much of any vibrating colour scheme will detract from the merchandise and irritate the customer after prolonged exposure. Using different tints or shades of the colour (such as a lighter yellow with a pinker red) will set up a warm, friendly colour scheme and will be less intense and offensive over the long run. Bright colours can also be broken up by an eye-relieving area of solid neutral or light tone.

Some of the most effective displays utilise monochromatic schemes because a large area of any one colour can be seen from a great distance and will create an impression of strength in that colour. The colour may also be popular in fashion, clothing, house wares, makeup or other merchandise that shows merchandise in the store is current.

Combining colour choice with traffic patterns can sell more items. The colour a retailer wants featured should be positioned on the wall where it can be easily seen, drawing customers into a department or store. Other colours can fan out on either side and complement the feature colour. Background colours should be selected which will show off the merchandise at its best. Generally, neutral colours selected are white, blue, grey, beige and black.

Colours must be considered in view of their surroundings, as colour can change dramatically when viewed under different circumstances. A red chair will appear yellower when put next to a blue wall. Next to a green wall, a red chair will appear purer and brighter. Near a white wall, it will appear lighter and brighter and beside grey, it will appear brighter. A dark colour placed near a lighter colour will appear deeper while the light colour will appear lighter yet. Colours are also radically altered by differences in pattern and texture. (See table below)

Colour of Merchandise	Black Background	White Background	Beige Background	Dark Grey Background
Yellow	Enhanced in richness	Slightly duller	Warmer	Brighter
Red	Far more brilliant	Darker, purer	Bright, but less intense	Brighter, but loses saturation
Blue	More luminous	Richer and darker	A little more luminous	Brighter
Green	Paler, sharpened	Deepens in value	Lighter and yellowish	Increases brilliancy
Orange	More luminous	Darker and redder	Lighter and yellowish	Increases brilliancy
Purple	Loses strength and brilliance	Darker	Brighter; grey becomes greenish	Grey becomes green

Influence of Background Colour on Merchandise

A major concern is choosing a background colour used in display areas and store interiors that will work for a reasonable period. There are companies that do colour forecasts and track expected colour preferences for five years. Colour forecasts can also be received as they pertain to a season. Use these to follow colour trends to give store design longevity.

Uses of Colour for Specific Types of Merchandise

Leather goods	Some background colours that have been used successfully follow. A comfortable background colour choice for leather goods is the mid-value range, such as a beige or grey. This selection also works well for intimate apparel and ready-to-wear. A painted background colour will not reflect as much light as fabric, so even if the merchandise is the same colour as the background it will still stand out.
Make up and clothing	Do not use background colours that will affect/change the colour of merchandise and the customers' skin tone. Green, with the exception of deep hunter and earthly greens, is an example of a colour that should be avoided for this reason.
Kids department	Light colours such as pinks, yellows, blues and whites should not be used as background colours in the infant and toddler areas, since they are the colours used in much of the merchandise sold. The small size of the garments and

	the generally light tones make the merchandise invisible. Brighter, sharper colours help these pastels stand out. Background colours in girls' departments should be kept neutral because of the extensive range of colours sold there, and boys' departments go with bright because the clothes tend to be in bright or deep tones.
Kids and Teens section	Junior departments utilise various colour background depending on current fashion vogue. When neon colours are popular, white is a very suitable background. However, when subtler colours are in fashion, the whites are too cold and overpowering.
Menswear	Dark green or dark blue colours, with neutrals used for accent, have been effectively used in menswear areas. Primary, secondary, peach, light blue and green colours should be avoided.
China, glass and cutlery	Stores that carry china and glass can effectively use greys, browns and blues as background colours. Browns work especially well with bone china and blues are attractive with porcelain; greys can be utilised with either type of china. Silver should not be shown on a brown background because the reflection will make the silver appear tarnished. However, browns and burgundies are great for displaying brass goods. Gift areas can use black and white with bright accents.
Hardware stores	Bright orange, bright red and blue are appropriate colours to select for hardware stores, as they provide the best contrast with the wood handles and metals of hardware items. Sky blue and tennis court green enhance sporting goods and equipment because of their outdoor associations

TONE ON TONE SCHEME	White is a widely used colour in packaging and on printed surfaces because it is a basic paper colour and less expensive than solid printed colours. About 50 % of book and record jackets are predominantly white. White can be used as an alternating colour the way grocers use red, orange and yellow vegetables to separate green vegetables.