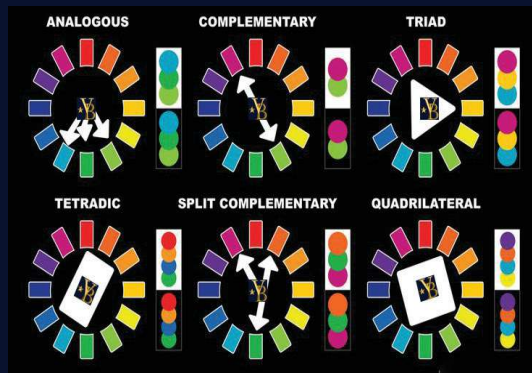


VANDERBILT BIJL STYLE GUIDE

I - Color Theory

Colors are a certain frequency of light -photons moving in waves- which our eyes and brain interpret as different colors. Blue, for instance, has a much higher frequency than red. People tend to see low vibration colors as warm (like red and orange) and high vibration colors as cold (like blue). The total range of colors is defined by the color spectrum. When we put this range in a circular shape, we get the color circle or color wheel; a pie chart of sorts, showing 'all' the colors.



When dealing with light (photons) red, green and blue are the primary colors; from these 3 the other secondary colors can be made by combining them. Tertiary colors deal with differences in hue and brightness and such, within the same primary or secondary color. There is a concept called color harmony. There are different kinds of color harmony:

1. Complementary harmony is the color opposite of the one you are starting from and consists of two colors.
2. Analogous harmony consists of three colors; a color and its two neighbors on the color wheel.
3. Diadic harmony (not shown) consists of two colors that are two colors apart from each other on the wheel.
4. Split complementary harmony is created by adding the two neighbors of a color's opposite color, yielding three colors as well.
5. Triad harmony divides the circle into three equal points (colors).
6. Tetradic harmony is a rectangular shape, yielding four colors in tetradic harmony.
7. Quadrilateral harmony is the same as the latter, but with a square shape, resulting in four colors.

RED

POSITIVE
Power
Passion
Energy
Fearlessness
Strength
Excitement

NEGATIVE
Anger
Danger
Warning
Defiance
Aggression
Pain

ORANGE

POSITIVE
Courage
Confidence
Warmth
Imagination
Friendliness
Energy

NEGATIVE
Envy
Frustration
Fickleness
Immaturity
Ignorance
Sluggishness

YELLOW

POSITIVE
Optimism
Warmth
Happiness
Creativity
Intellect
Extraversion

NEGATIVE
Irrationality
Fear
Caution
Anxiety
Frustration
Covardice

GREEN

POSITIVE
Health
Hope
Freshness
Nature
Growth
Prosperity

NEGATIVE
Boredom
Stagnation
Envy
Blandness
Enervation
Sickness

TURQUOISE

POSITIVE
Communication
Clarity
Calmness
Inspiration
Self-expression
Healing

NEGATIVE
Boredom
Sedricity
Unreliability
Reticence
Pence-sitting
Aloofness

BLUE

POSITIVE
Trust
Loyalty
Dependability
Logic
Serenity
Security

NEGATIVE
Coldness
Aloofness
Emotionless
Unfriendliness
Uncaring
Unappetizing

PURPLE

POSITIVE
Wisdom
Luxury
Wealth
Spirituality
Imaginative
Sophistication

NEGATIVE
Introspection
Decadence
Suppression
Inferiority
Extravagance
Modestness

MAGENTA

POSITIVE
Imaginative
Passion
Transformation
Creative
Innovation
Willance

NEGATIVE
Overfrustration
Nonconformity
Flippancy
Impulsiveness
Eccentricity
Ephemeralness

BROWN

POSITIVE
Sensuousness
Warmth
Earthiness
Reliability
Support
Authenticity

NEGATIVE
Humorlessness
Heaviness
Unsophisticated
Sadness
Dirtiness
Conservativeness

BLACK

POSITIVE
Sophistication
Security
Power
Elegance
Authority
Substance

NEGATIVE
Oppression
Coldness
Menace
Fierceness
Evil
Mourning

GRAY

POSITIVE
Timelessness
Balance
Reliability
Intelligence
Strength

NEGATIVE
Unconfident
Dampness
Depression
Hibernation
Lack of energy
Blandness

WHITE

POSITIVE
Cleanliness
Clarity
Purity
Simplicity
Sophistication
Freshness

NEGATIVE
Sterility
Coldness
Unfriendliness
Elitism
Isolation
Emptiness