



Monochromatic (1-color)

with complement

Hue: 0°

opposite



Base RGB:

AA3939

Fine Tune...

COLORS

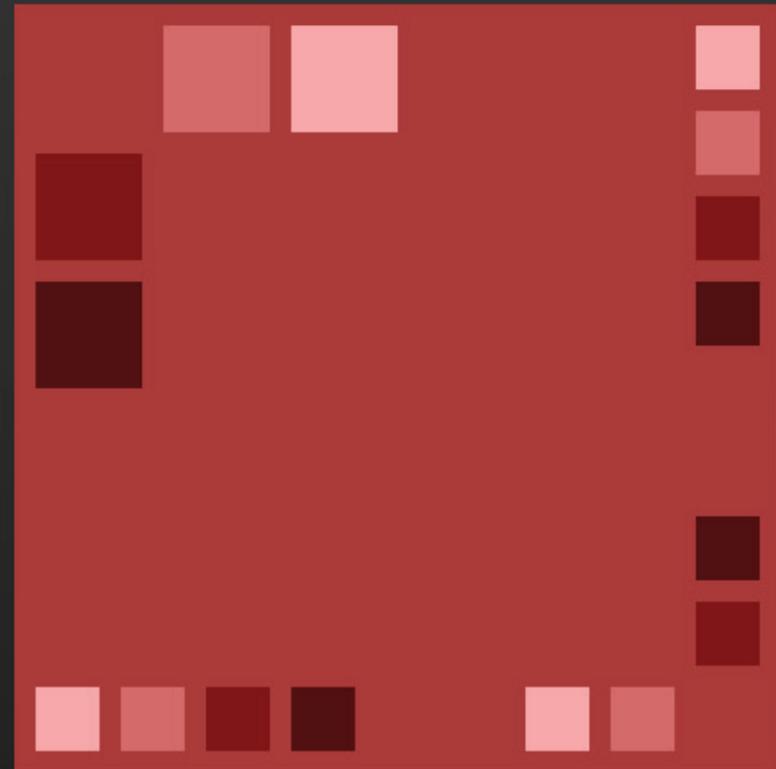
PRESETS

My Palette:



Share palette ▶

New!



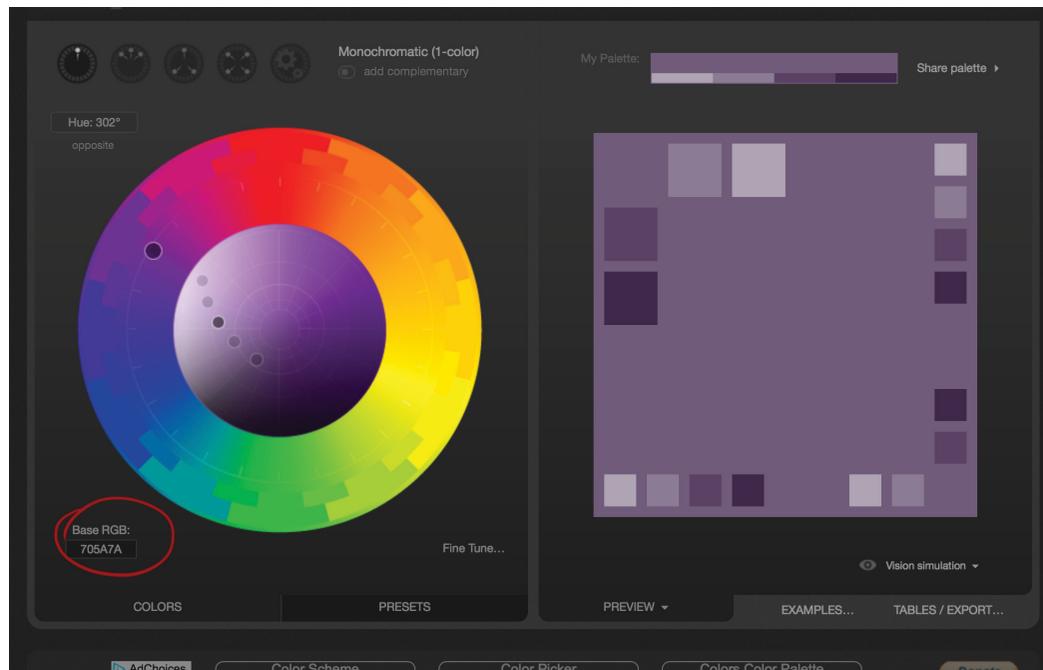
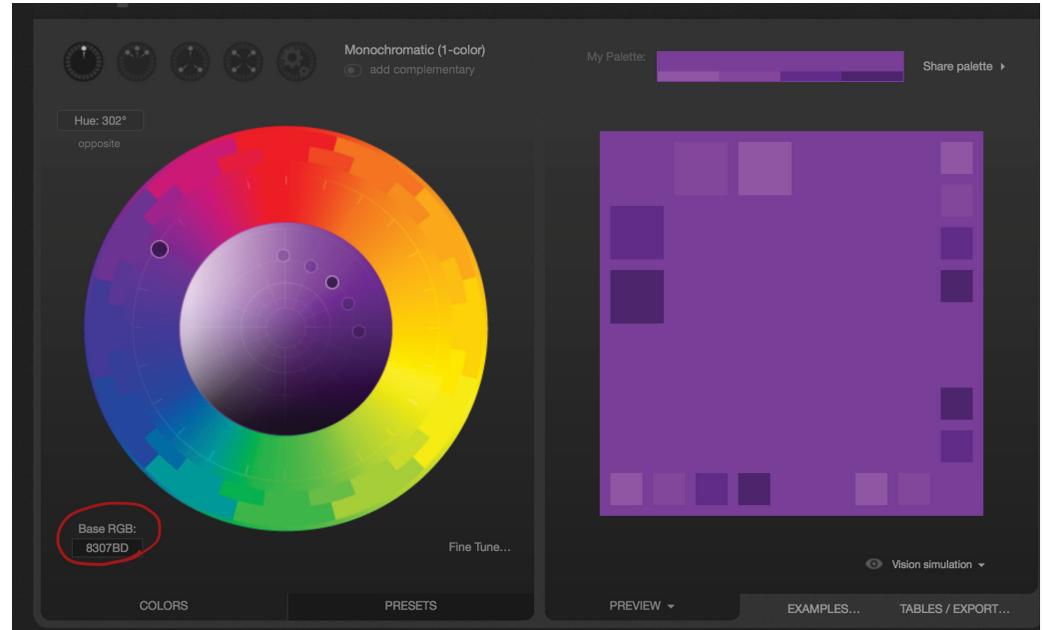
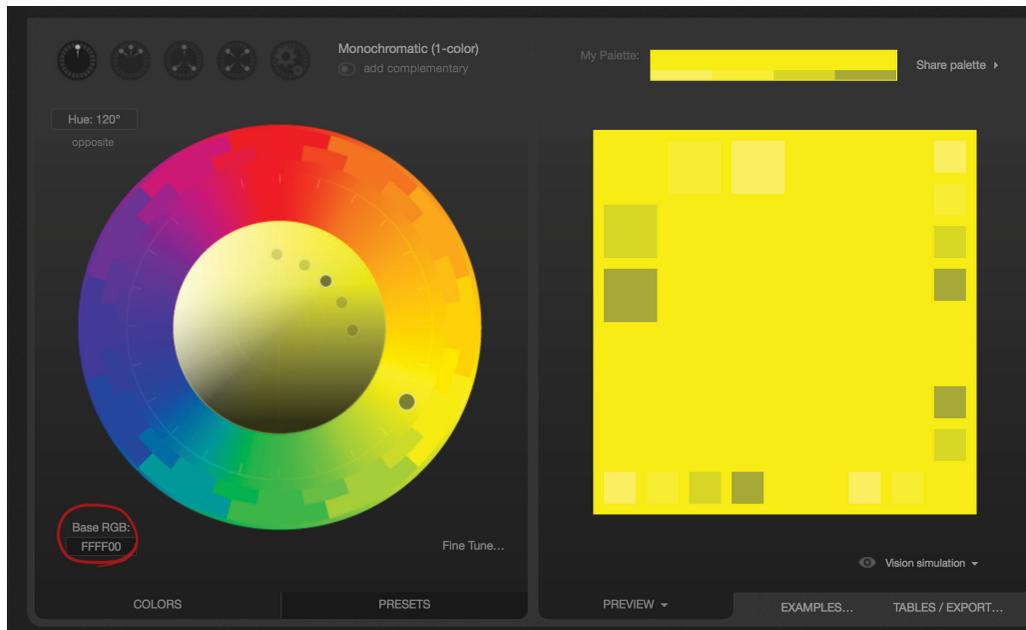
👁 Vision simulation ▾

PREVIEW ▾

EXAMPLES...

TABLES / EXPORT...

Move the dots around to affect the choices.



Adobe Kuler is now Adobe Color CC. [Learn more.](#)

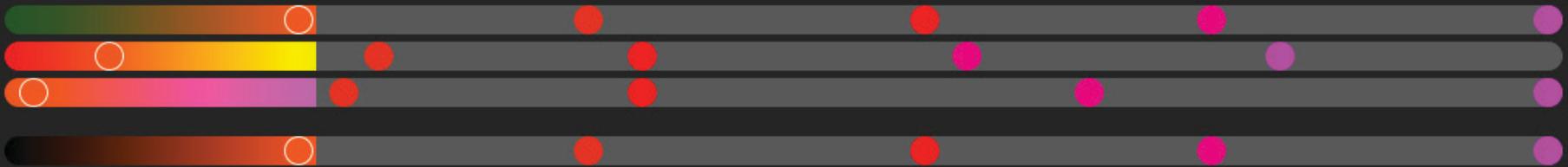
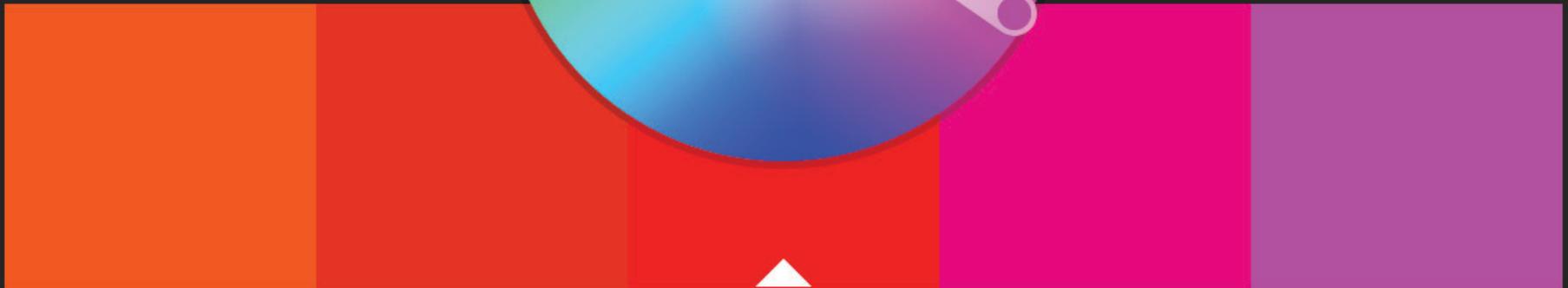
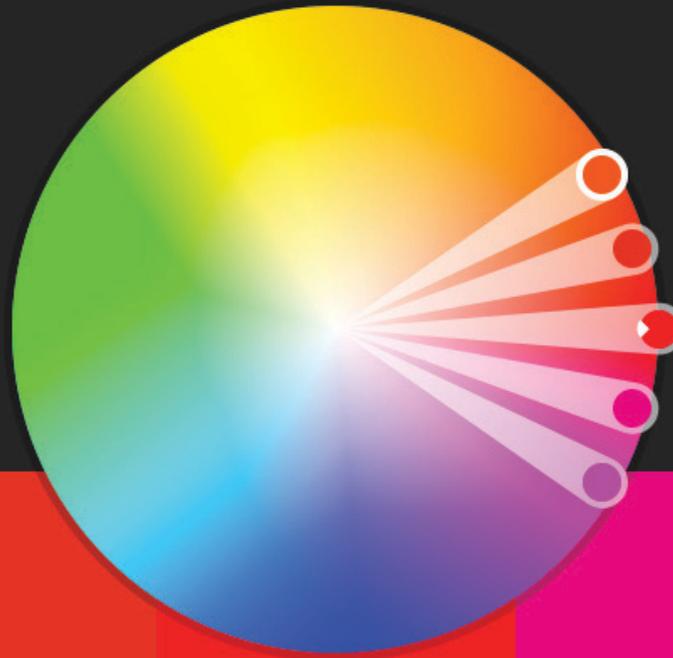
Save

My Color Theme 



Color Rule 

Analogous



▶ RGB 255 83 13
HEX FF530D

RGB 232 44 12
HEX E82C0C

RGB 255 0 0
HEX FF0000

RGB 232 12 122
HEX E80C7A

RGB 255 13 255
HEX FF0DFF

ANALAGOUS

Color Rule Analogous

RGB 94 255 178
HEX 5EFFB2

RGB 86 232 120
HEX 56E878

▶ RGB 115 255 107
HEX 73FF6B

MONOCHROMATIC

Color Rule Monochromatic

RGB 58 127 53
HEX 3A7F35

RGB 188 255 183
HEX BCFFB7

▶ RGB 115 255 107
HEX 73FF6B

COMPLIMENTARY

Color Rule

- Analogous
- Monochromatic
- Triad
- Complementary
- Compound
- Shades
- Custom

RGB	64	178	57
HEX	40B239		
RGB	139	255	132
HEX	8BFF84		
▶ RGB	115	255	107
HEX	73FF6B		

SHADES

Color Rule

- Shades

RGB	135	191	136
HEX	87BF88		
RGB	90	127	91
HEX	5A7F5B		
▶ RGB	179	255	182
HEX	B3FFB6		

Open Photoshop

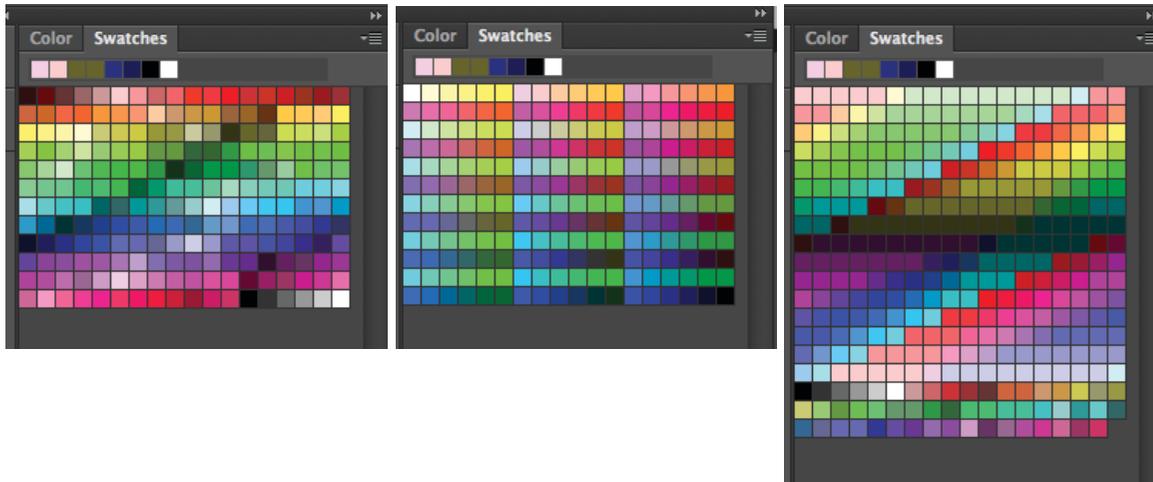
Under the pull down menu of File, choose New.

Choose any size. You're only trying to get to the swatches panel. Press OK

Take a look at the Swatches panel.

In the top right corner, click on the down arrow.

Scroll down to Web Hues and take a look at the swatches. Do the same with Web Safe colors and Web Spectrum.



You can view the colors in whatever way is most intuitive for you.

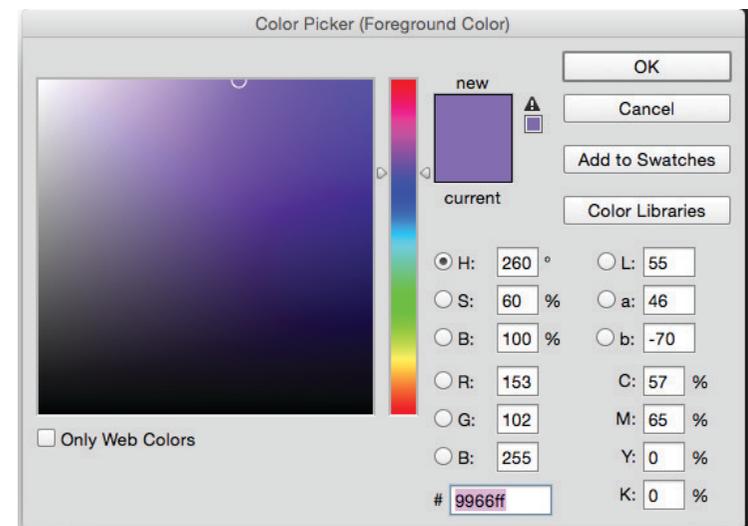
In the Tools panel, click on the eyedropper tool.

With the eyedropper tool, choose a color from the swatches palette.

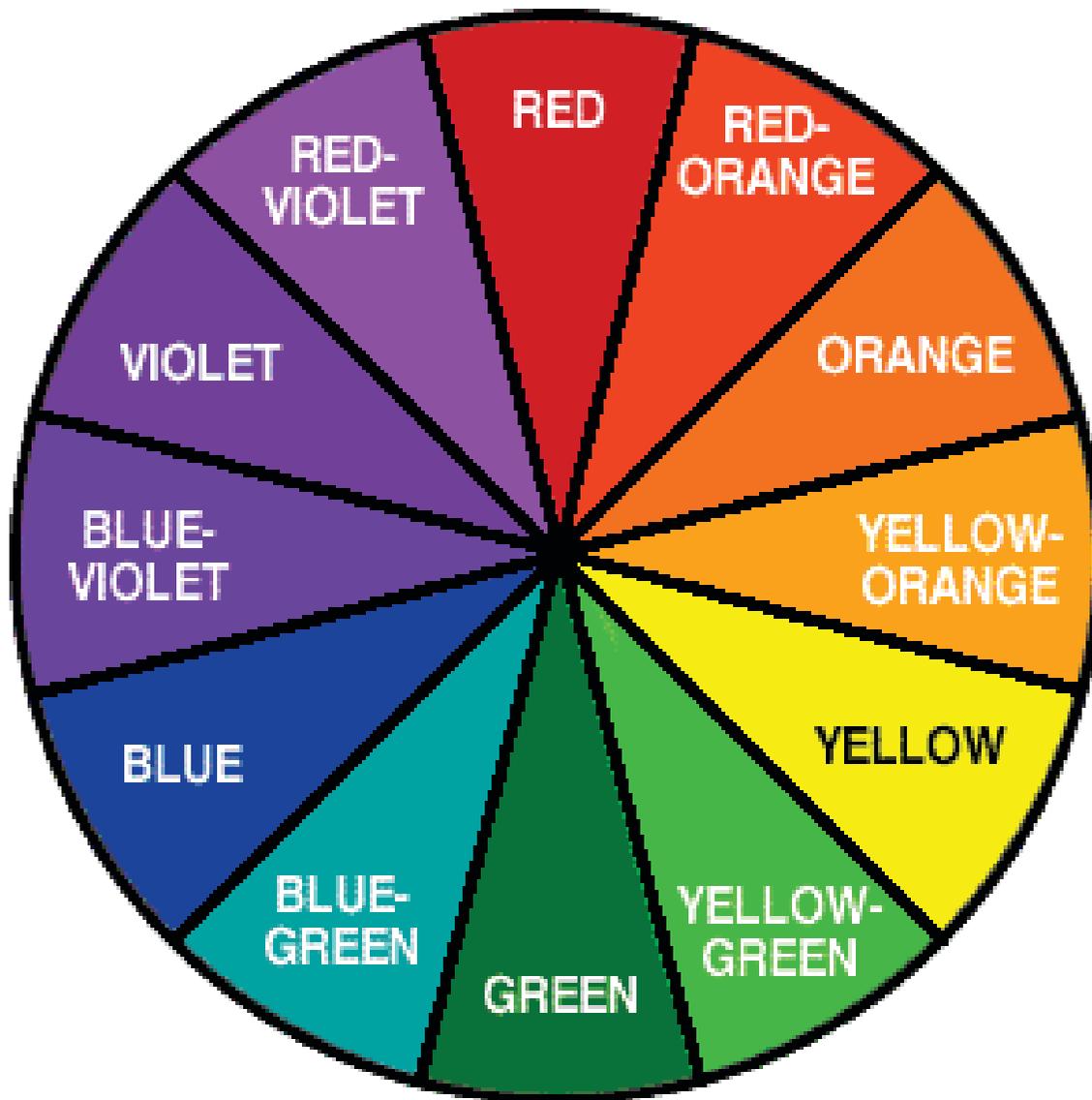
Notice that the color for the Foreground color now reflects your choice.

Double click on the square.

The panel that opens shows you both the hexadecimal and the RGB call outs for this color.



Color



PRIMARY:

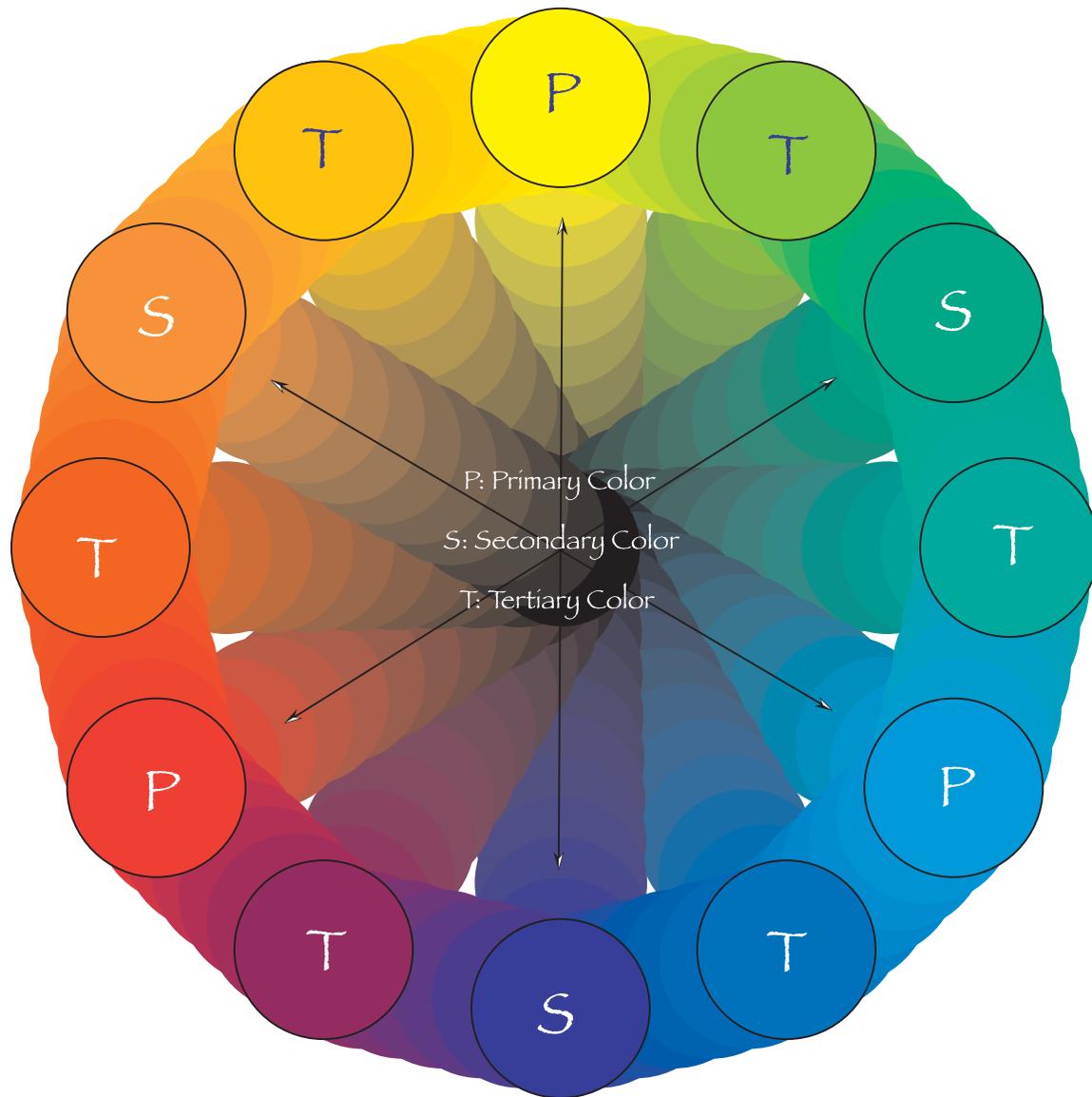
Red, Yellow, Blue

SECONDARY:

Violet, Orange, Green

TERTIARY:

Red-Violet, Red-Orange, Yellow-Orange, Yellow-Green, Blue-Green, Blue-Violet



Complements are directly opposite each other

The complement of each primary color is a secondary color.

The complement of each tertiary color is another tertiary color.

FFFFFF	FFFACC	FFF999	FFF666	FFF333	FFF000	FFCCFF	FFCCCC	FFCC99	FFCC66	FFCC33	FFCC00			
FF99FF	FF99CC	FF9999	FF9966	FF9933	FF9900	FF66FF	FF66CC	FF6699	FF6666	FF6633	FF6600			
FF33FF	FF33CC	FF3399	FF3366	FF3333	FF3300	FF00FF	FF00CC	FF0099	FF0066	FF0033	FF0000			
CCFFFF	CCFFCC	CCFF99	CCFF66	CCFF33	CCFF00	CCCCFF	CCCCCC	CCCC99	CCCC66	CCCC33	CCCC00			
CC99FF	CC99CC	CC9999	CC9966	CC9933	CC9900	CC66FF	CC66CC	CC6699	CC6666	CC6633	CC6600			
CC33FF	CC33CC	CC3399	CC3366	CC3333	CC3300	CC00FF	CC00CC	CC0099	CC0066	CC0033	CC0000			
99FFFF	99FFCC	99FF99	99FF66	99FF33	99FF00	99CCFF	99CCCC	99CC99	99CC66	99CC33	99CC00			
9999FF	9999CC	999999	999966	999933	999900	9966FF	9966CC	996699	996666	996633	996600			
9933FF	9933CC	993399	993366	993333	993300	9900FF	9900CC	990099	990066	990033	990000			
66FFFF	66FFCC	66FF99	66FF66	66FF33	66FF00	66CCFF	66CCCC	66CC99	66CC66	66CC33	66CC00			
6699FF	6699CC	669999	669966	669933	669900	6666FF	6666CC	666699	666666	666633	666600			
6633FF	6633CC	663399	663366	663333	663300	6600FF	6600CC	660099	660066	660033	660000			
33FFFF	33FFCC	33FF99	33FF66	33FF33	33FF00	33CCFF	33CCCC	33CC99	33CC66	33CC33	33CC00			
3399FF	3399CC	339999	339966	339933	339900	3366FF	3366CC	336699	336666	336633	336600			
333366	3333CC	333399	333366	333333	333300	3300FF	3300CC	330099	330066	330033	330000			
00FFFF	00FFCC	00FF99	00FF66	00FF33	00FF00	00CCFF	00CCCC	00CC99	00CC66	00CC33	00CC00			
0099FF	0099CC	009999	009966	009933	009900	0066FF	0066CC	006699	006666	006633	006600			
0033FF	0033CC	003399	003366	003333	003300	0000FF	0000CC	000099	000066	000033	000000			

Color Modes

Web-safe, or cross-platform, colors are a whole new way of thinking of color. There are only 216 cross-platform colors. Although today's computers/mobile devices are much more sophisticated, you may choose to stick with this limited color palette. If you don't, your viewer's computer will do one of two things with your color. ***It will either dither the color or it will shift it.*** To *dither* means that the browser's palette will mix colors that are available in order to approximate the color. To *shift* means that the browser will shift the color to its nearest palette equivalent. In either case, you have lost control of the color.

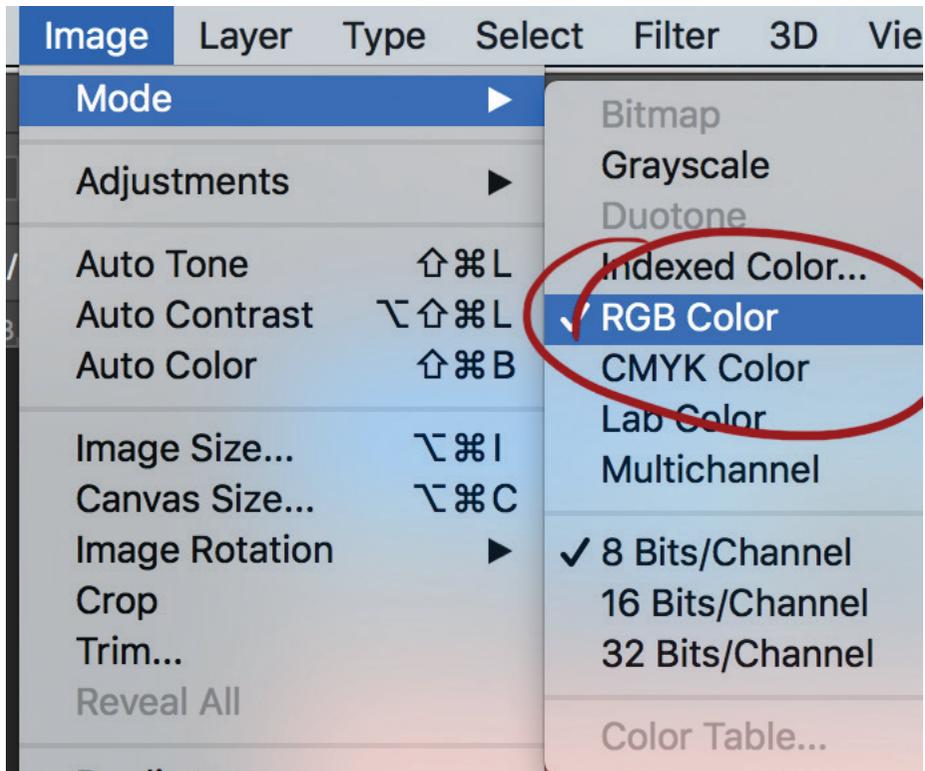
CMYK

There are two primary sources of producing color. One is a process called **CMYK**. CMYK is an acronym for cyan, magenta, yellow, and black. It is a color mode that uses light that reflects off of the surface of a printed page. Cyan acts as a red light filter, while magenta is a green light filter. Yellow filters out blue light. Because less ink leads to lighter colors, this is called a subtractive color model. This color model is referred to as four-color process and is the most common model for printing color on a page. Process inks are measured in percentages. Combinations of these colors and their percentages produce an almost unlimited range of color.

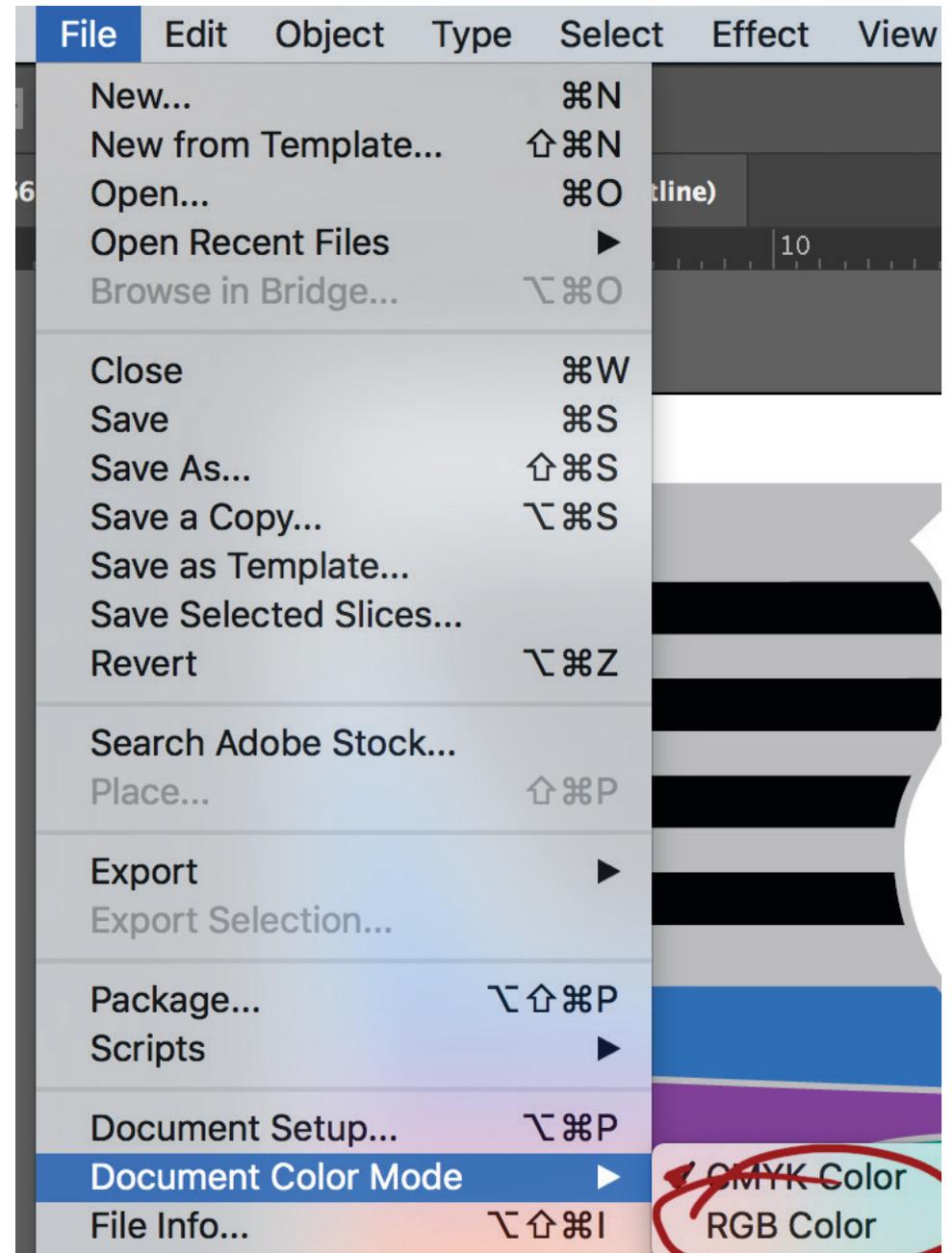
RGB

The other primary color model—and the one that we need to use for the Web—is **RGB**. RGB is an acronym for red, green, and blue. The RGB color mode is created from white light that passes into your eye through cones in the retina and mutates into nerve impulses. Red, green, and blue are the primary colors of light. Computer and television screens fool your eye by speaking directly to your cones. Full intensities of all three light colors produce white, therefore producing an additive color model. RGB is for screen viewing only, whether it be the Web, computers, television, film, or video. ***Make sure that all of the images that you produce for the WWW are RGB.*** In photoshop or Illustrator, **you must produce your images in RGB Color Mode.**

PHOTOSHOP COLOR MODE PICKER



ILLUSTRATOR COLOR MODE PICKER



The 216 cross-platform Web-safe colors are RGB light-source colors. Web-safe colors are developed through conversion values in hexadecimal. It helps to understand the concept behind this, although you can easily refer to a Web-safe color chart when you are actually developing your site. There are six shades to each color, which results in the Web 6 x 6 x 6 color cube. The six shades in decimal values are 0, 51, 102, 153, 204, and 255. These translate to 00, 33, 66, 99, CC, and FF in hexadecimal.

In percentages, they translate to 0%, 20%, 40%, 60%, 80%, and 100%.

Decimal	Hexadecimal	Percentage of light
0	00	0%
51	33	20%
102	66	40%
153	99	60%
204	CC	80%
255	FF	100%

Thus Web-safe colors are specific combinations of these six values. The first two values in a Web color refer to red, the next two to green, and the last two to blue. FFFFFFFF is white and 000000 is black. A Web-safe color is FFFF33; 100% red, 100% green, and 20% blue. That translates to yellow.

IMAGES MUST BE EITHER .JPG OR .PNG extensions.