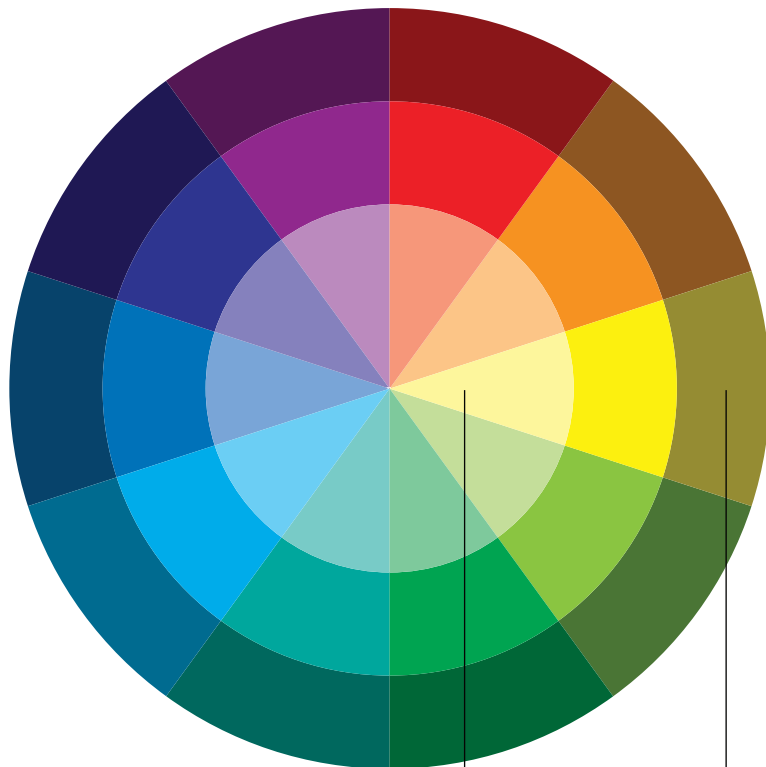


Types of color and the emotions they create

Tints are lighter,
Shades are darker

*Where do you see this in the world?
How might it be used to convey a message?*

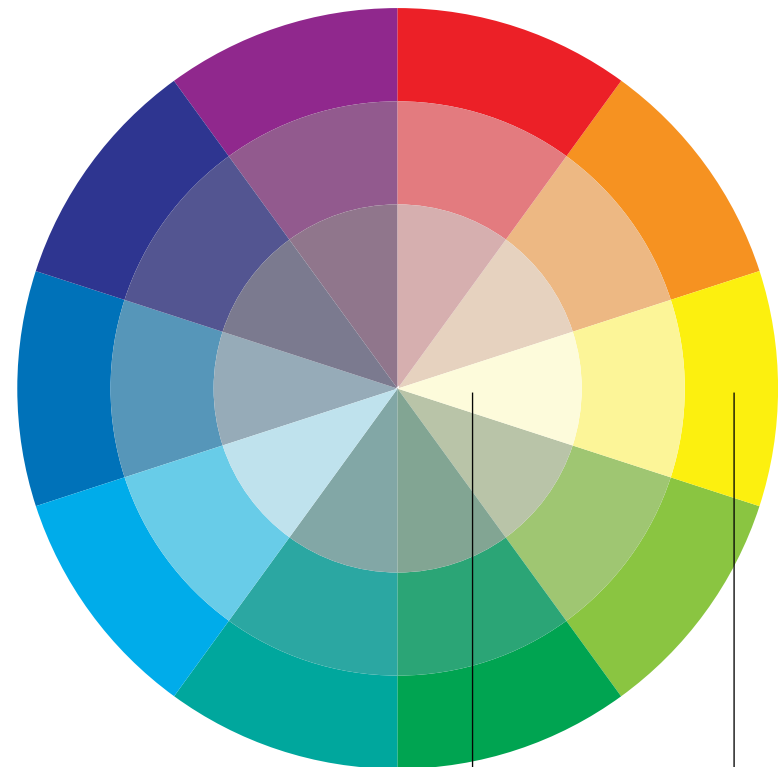


Tints are
Soft & Delecate

Shades are
Rich, Complex,
Robust

The more Saturation,
the brighter the color

*Where do you see this in the world?
How might it be used to convey a message?*



Less Saturated is
Grey & Drab

More Saturated is
Bright & Cheery