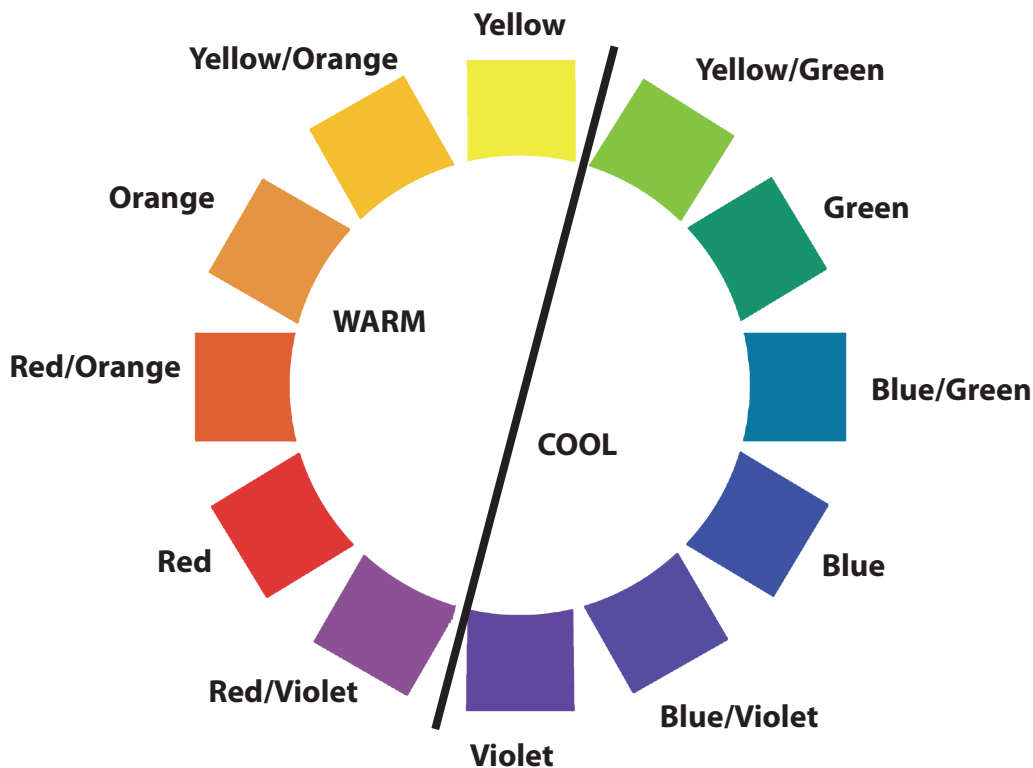


# Color Temperature:

In understanding and defining color, the terms "warm" and "cool" are often used to describe a color. In general blue, green and violet are considered cool colors while yellow, orange and red hues are considered warm.

The color wheel below shows the general relationship between the warm and cool colors.



The temperature of a color is based on its association with certain physiological and psychological feelings rather than actual temperature. For example: a warm orange can suggest a feeling a crackling fire while blue could suggest a calming feeling such as a sea breeze.

## RELATIVE TEMPERATURE

There is also something known as relative color temperature. When comparing different colors, one can be warmer or cooler than another. For example if you were comparing two variations of Violet one could be warmer or cooler than the other.



When comparing the Violet in the center of the colors above with the two variations of purple on either side of it, you can see how the one to the left is warmer (more red) than than the one in the center or to the right. You can also see how the one to the right of the center square is cooler (more blue) than the square in the center or to the left.