In the case of two different variations of the same hue, one square would be described as cooler if has more blue, violet or green undertones than another; another could be described as warmer if it has more red, orange or yellow undertones.

For example, both of the red squares below would be considered warm when speaking in terms of all colors. However, when comparing the red squares to each other, the red square on the right is cooler than the red square on the left.

You see that the red square on the left has stronger orange and yellow undertone than the one on the right, which leans more towards violet and blue. Describing one square's color as warmer or cooler would be to define its temperature relative to the color of the other square.

HOW TEMPERATURE AFFECTS SPATIAL PERCEPTION

In addition to the various physiological and psychological effects, warm colors optically generally seem to advance and expand while cool colors recede and contract. These characteristics, however, are relative since the intensity and value of the color will also affect the spatial action of warm and cool colors and need to be considered when comparing space and color.