

SPRING COLOR THEORY

for Silk Florists

BY JULIE SIOMACCO

PROFESSIONAL SILK FLORIST OF 15 YEARS



COLOR THEORY

This information was provided as a bonus to our Silk Flower Arrangements Masterclass customers. You can use this guide for creating spring arrangements, wreaths, swags, garlands, etc. Anything you need to make using silk flowers. This is just a guide to get you started and not all inclusive of the color combination possibilities.

Let's review color theory.

Of all the elements of floral design, color is the one ingredient that draws the most immediate attention and causes the strongest response from the viewer. Because color preferences vary tremendously from one individual to another, it's important that floral designers be able to mix colors into a wide array of appealing combinations. In order to do so, understanding the basics of color is imperative.

Let's Review Color Types

Primary Colors

Red, Yellow, and blue are the basic colors for the creation of all other colors. These colors, in combination with each other or with black and/or white, form all other colors and cannot be made from any other colors.

Secondary Colors

Orange, Green, and Violet are created by combining equal amounts of two primary colors. For example, red + yellow = orange, yellow + blue = green, blue + red = violet.

Tertiary Colors

Also known as intermediate colors, are the double-name colors created by combining one primary color and one secondary color in either equal or unequal amounts. For example, orange-yellow, yellow-green, red-orange, violet-red, blue-green, blue-violet.

Neutrals

Neutrals are the non-colors such as white, gray, and black.

White Neutrals

White Neutrals are created by adding tints to neutrals from the warm half of the color wheel. You can learn more about reading the Color Wheel in our Wreath Making of the Month Club.

Cold Neutrals

Cold Neutrals are created by adding tints to neutrals from the cool half of the color wheel.

Color Theory Terms

Hue

Hue is a term that is often used interchangeably with the word 'color'. It is a pure color with no addition of white, gray, or black.

Shade

Shade is the term for a pure hue that has black added to it. Burgundy is a shade of the pure hue red.

Tint

Tint is the term for a pure hue that has white added to it. Pink is a tint of the pure hue red.

Tone

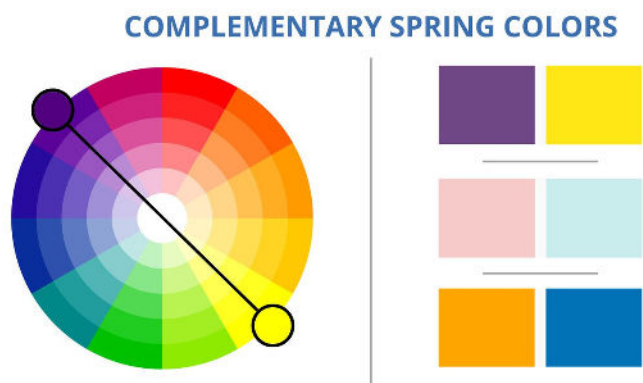
Tone is the term for a pure hue that has gray (black+white) added to it. Frequently, “decorator” tones are created by adding gray to tints or pure hues. For example, dusty rose is created by adding gray to pink (a tint of red), mauve is created by adding gray to pink-ish lavender (a tint of red-violet), and Wedgewood Blue and slate are created by adding varying amounts of gray to light blue.

Basic Color Harmonies

Once you understand the basic primary color models and how the color wheel is organized, it’s time to see how you can use color theory to your advantage. Those adept at color theory will have an easier time **selecting color palettes** for their designs and more easily achieve the results they desire.

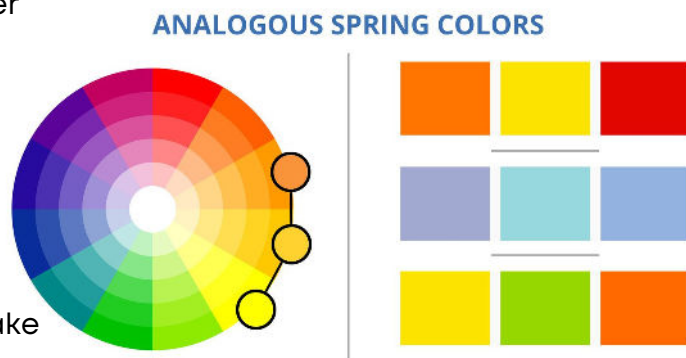
Complementary Color Scheme

Complementary Colors are two colors that sit directly across from each other on the color wheel. Red and green, for instance, are complementary colors. A color scheme based on complementary colors will be quite vibrant, as the two colors contrast against one another.



Analogous Color Scheme

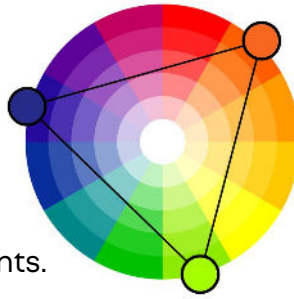
Analogous colors sit directly next to one another on the color wheel and can be very effective in creating a calm, serene feeling. Analogous color schemes can often be found in nature and when used, typically one color dominates. The second color supports the dominant color, while the third is used primarily as an accent. The colors are already harmonious, so you'll want to be sure there is enough contrast to make your design pop. While this example uses three colors next to each other, you can also use four or five-color combinations.



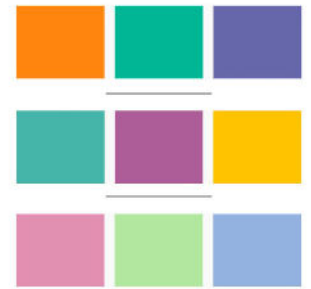
Triad Color Scheme

While not the easiest color scheme to use, if done right it can yield great results. Draw a triangle on the wheel and you'll hit on three colors equally spaced apart. For instance, purple, orange, and green (the secondary colors).

Triadic colors are quite vibrant and rich, so to use them effectively you'll want to choose one dominant color and use the other two as accents.



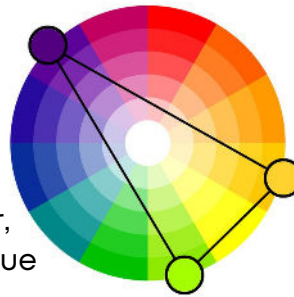
TRIAD SPRING COLORS



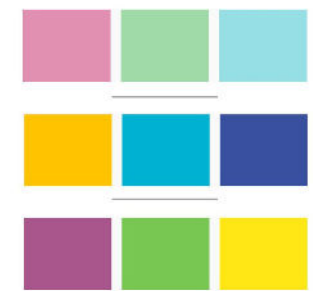
Split Complementary Color Scheme

This variation on a complementary color scheme is often used because it's a little less jarring.

Instead of drawing a straight line across the wheel, a split-complementary color scheme uses one base color and two additional colors that are adjacent to the base color's complement. So, if red-orange is the base color, the other two colors in the scheme would be blue and green. The results are still vibrant, but as the contrast isn't so strong it's easier for beginners to work with.

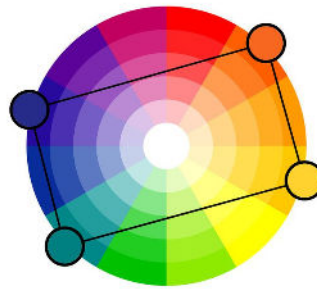


SPLIT COMPLEMENTARY SPRING COLORS

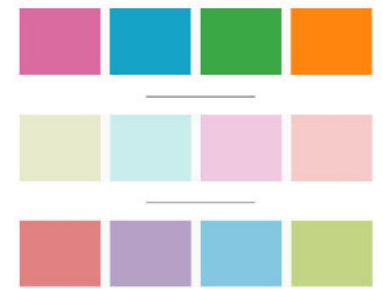


Tetradic Color Scheme

This rectangular color scheme uses four colors broken into two complementary pairs. This rich color scheme can be tricky to manage but allows for a lot of variety. It works best if one color is dominant or if the colors are subdued. By using all colors equally, the overall design may appear unbalanced. Another characteristic to consider is the balance between warm and cool colors.

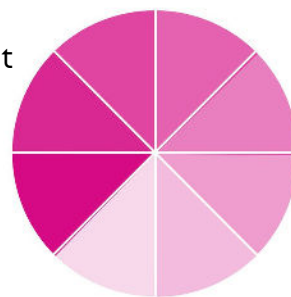


TETRADIC SPRING COLORS

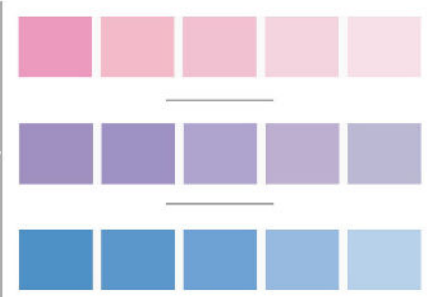


Monochromatic Color Scheme

A monochromatic color scheme takes one hue and creates a design based on different tints, tones, and shades of the hue. This color scheme allows for cohesion and relies on contrasting tones to attract attention or create focus.



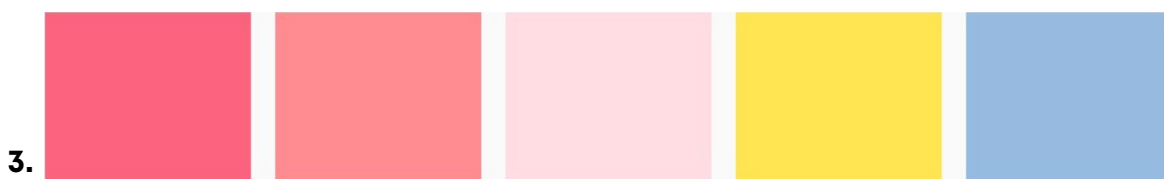
MONOCHROMATIC SPRING COLORS



There's an endless array of possible color combinations, but there are certain guidelines that could be followed to ensure an appealing composition in each design.

1. Colors should be balanced in an arrangement by placing those with the greatest visual weight (usually darker or higher-intensity) at the center or base of the design. Lighter colors typically are placed toward the perimeter of the design.
2. Consider the effect that lighting will have on the colors in your design. In muted or dim light, flower colors will be greatly subdued. I see this happen when designers make a design in a dimly lit room and then take it outdoors to hang it and are very shocked by the color difference.
3. If making an arrangement, the container color should be unified with the flowers by either using a neutral container color or using at least one matching flower color.
4. Colors typically are proportioned in a design so that one color dominates while others subordinate the color scheme. A traditional rule is to use 65% of a dominant color, 25% of a secondary color and 10% of an accent color. However, I've noticed more and more modern designs not following this rule.

Don't let all of this information scare you! It's supposed to give you ideas and help you with your designs. Remember my rule of thumb...if you're confused on color...choose 3 coordinating colors to get started in your design.





WREATH MAKING OF THE MONTH CLUB

Our Wreath Making of the Month Club has been learning about the Universal Color Scheme with wreath making designs. Below are some examples of the different color schemes in wreath designs.

MONOCHROMATIC



TRIAD



ANALOGOUS



COMPLEMENTARY



SPLIT ANALOGOUS



SPLIT COMPLEMENTARY



Learn to find your joy with faux flowers in our Wreath Making of the Month Club, a supportive online community of like minded faux flower makers learning our signature system.

Inside the membership website, learn the foundations and fundamentals of faux flower design as well as unlocking various recipes to follow.

Typically our Wreath Making of the Month Club is open to new members only twice a year, spring and fall; but you can have access today by visiting the link below:

southerncharmwreaths.com/wotmc-secret.

OTHER RESOURCES

I hope you found this information useful. We have other resources available to help you on your faux flower journey.

Use the camera on your phone to scan the QR codes below to access more resources to learn more about color theory and how color applies to your silk flower designs.

How To Choose Ribbon Colors And Patterns



How to Choose Colors for Wreath Making



Wreath Making of the Month Club



Spring Arrangements Masterclass



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