

Figure 5  
Designer Babette Mayor

Figure 5 A surrealistic photograph that emits a paradox of emotions.

## Macro Color Associations

Color must be placed in context in order to understand the implications associated with its meaning. Other factors that influence a color's associative interpretation are form/silhouette, motion, and depth. These four factors—hue association, form/silhouette, motion, and depth—create a complete mental picture, one that can be amplified, de-emphasized, associated with, or learned. In very general terms, each of the above factors, including color, can be broken apart and used separately to convey messages and prompt emotions, associative responses, and/or learned behavior.

■ type C58 M61 Y65 K44  
bgd C5 M100 Y100 K1

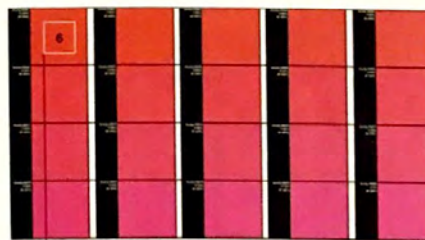
5 ■ type C95 M63 Y0 K0  
bgd C2 M0 Y0 K0

■ type C5 M100 Y100 K1  
bgd C58 M61 Y65 K44

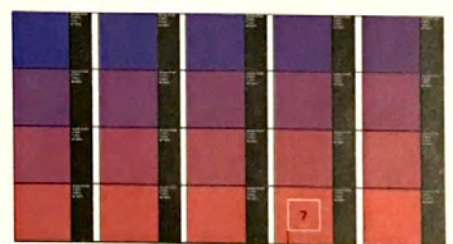
5 ■ type C2 M0 Y0 K0  
bgd C85 M63 Y0 K0

■ BG Background color C85 M63 Y0 K0 20%

	High-chroma red family	Dark red family (burgundy, brick-red)	
<b>positive associative responses</b>	Surging, brilliant, intense, energizing, sexy, dramatic, stimulating, fervid, active, cheer, joy, fun, aggressive, hope, powerful, hotness, excitability, solid, aggression, provocative, strength, virility, masculinity, dynamism, imposing, dignity, benevolence, charm, warm, overflowing, ardent, power, not dissipating, irresistible, extrovert, saints, patriots, compassion, counteraction, comedy, vigor, severe, traditional, fire, opaque, dry, hot, heat, blood, Christmas, Fourth of July, St. Valentine's Day, Mother's Day, flag, passionate, excitement, happiness, love, school, dignity, charm, graciousness	Rich, elegant, refined, taste, expensive, mature, earthy, strong, warm, country, serious, important, passive, grown, ripe, developed, experience, sincere, earnest, selective, exquisite, wealthy, worldly, significant	<b>Positive associative responses</b>
<b>negative associative responses</b>	Brutal, war, restless, tension, sinners, communists, anarchists, hate, melancholia, anger, falling profits, red herring, fire, intense, opaque, dry, heat, blood, danger, Christmas, Fourth of July, St. Valentine's Day, Mother's Day, flag, rage, fierceness, rapacity, pain, hunger, revolt, aggression	Serious, problematic, passive, doubtful, ambiguous, uncertain, submissive, inactive, grave	<b>Negative associative responses</b>
<b>appetite rating for package design</b>	Excellent	Poor	<b>Appetite rating</b>
<b>associative taste</b>	Very sweet	No associative taste	<b>Taste</b>
	(6) 000/100/100/000	(7) 010/100/095/000	



Chosen hue from matrix for the high-chroma red family.



Chosen hue from matrix for the dark red family.



Figure 6  
Art Director/Designer/Illustrator Lanny Sommese

Figure 6 A sentimental favorite, the Jitter Bug poster displays an excellent use of color.

### Earth-tone red family

*positive  
associative responses*

Warmhearted, rural, rustic, earthy, warm, wholesome, country, welcome, good, healthy, fit, sound

*negative  
associative responses*

Earthy, country, rural, rustic

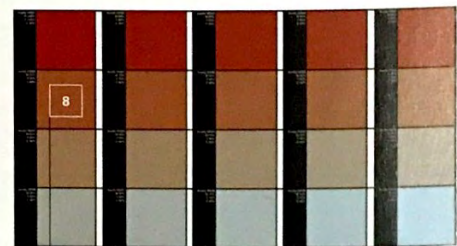
*appetite rating  
for package design*

Poor

*associative taste*

No associative taste

(8) 040/075/075/000



Chosen hue from matrix for the earth-tone red family.

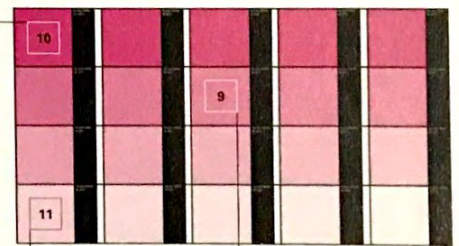
6 type C47 M91 Y53 K49  
bgd C4 M45 Y0 K0

6 type C4 M45 Y0 K0  
bgd C47 M91 Y53 K49

BG Background color C0 M28 Y7 K0 50%

Mid-range pink-red family	High-chroma pink family	Pastel pink family	
Restrained, toned down, soft, subdued, quiet, sentimental, sober, tame, domestic	Stimulating, aggressive, genial, exciting, happy, high, fun, excitement, attention-grabbing, promising, color of love, energetic, youthful, spirited, fun, trendy, wild, bright, hot, high-energy, sensual, cheer, joy	Soft, sweet, tender, cute, comfortable, snug, rarefied, delicate, female babies, cozy, subtle, animated, energetic, joyful, beautiful, expressive, emotional, shy, romantic, feminine, gentle, affectionate, intimate, active, guileful	Positive associative responses
Subdued, quiet, domestic, toned down, tame, soft	Girlish, lusty, infant, young, callow, immature	Weak, fragile, wavering, unsure, stereotyped response for female baby, delicate, feeble, frail	Negative associative responses
Good	Excellent	Excellent	Appetite rating
Sweet	Very sweet	Sweet	Taste
(9) 000/065/000/000	(10) 000/100/000/000	(11) 000/025/000/000	

Chosen hue from matrix for the high-chroma pink family.



Chosen hue from matrix for the pastel pink family.

Chosen hue from matrix for the mid-range pink-red family.

High-chroma orange family

*positive*  
*associative responses*

Producing, healing, tasty, growing, fire, warm, cleanliness, cheerfulness, masculine, fearlessness, curiosity, antithesis, thought, whimsical, childlike, happy, vital, sunset, harvest, autumn, hot, juicy, tangy, energizing, gregarious, friendly, loud, radiant, communication, wholehearted, receptive, intimate, comedy, pride, ambitious, joy, happy, dramatic, cheerful, lively, exciting, bright, luminous, metallic, Halloween, Thanksgiving, jovial, energetic, hilarity, exuberance, satiety, cheer, joy, fun, stimulating, aggressive, happiness, school, youth, strength, impetuosity

*negative*  
*associative responses*

Danger, hot, loud, fire, forceful, pain, restlessness, antithesis, gloom

*appetite rating*  
*for package design*

Excellent

*associative taste*

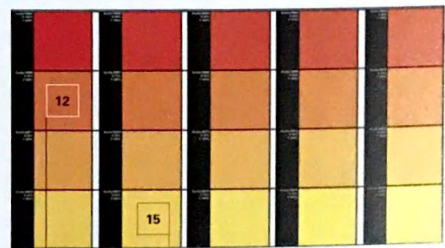
Very sweet

(12) 000/075/100/000



Figure 7  
Designer Hiroyuki Matsuishi

Figure 7 This dark and powerful design invites viewing, through the use of an orange background. A 3-D illusion arises from an effective use of black tinting to create different tones of gray.



Chosen hue from matrix for the high-chroma orange family.

Chosen hue from matrix for the high-chroma yellow-orange family.

7	type C13	M2	Y3	K29	7	type C2	M1	Y1	K98
	bgd C2	M1	Y1	K98		bgd C13	M2	Y3	K29
7	type C4	M5	Y8	K71					
	bgd C0	M43	Y97	K2					
7	type C0	M43	Y97	K2					
	bgd C4	M5	Y8	K71					

BG Background color C0 M43 Y97 K2 50%

**Mid-range orange family**

Gentle, entice, good spirits, glad, nurturing, soft, fuzzy, delicious, fruity, sweet, inviting, mellow, ripened, livable, cheerful

**Dark orange family**

Exhilarating, inspiring, stirring, stimulating, moving, provoking, most exciting, passive

**High-chroma yellow-orange family**

Enterprise, drive, target, goal, luxuriance, cheer, joy, fun, excitement, stimulating, aggressive, powerful, energy, splendid, warmth, delight, glow, pleasant, agreeable, cheerful, energetic, healthy

Positive associative responses

Unclear, obscure, undetermined

Passive, submissive, idle, quiet, inactive, resigned, yielding

Pride, pushy, target

Negative associative responses

Good to excellent

Poor

Excellent

Appetite rating

Sweet

No associative taste

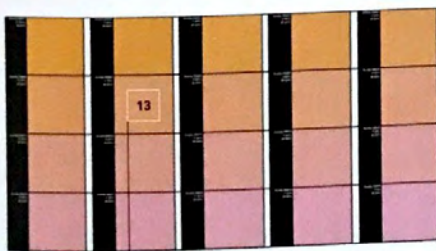
Very sweet

Taste

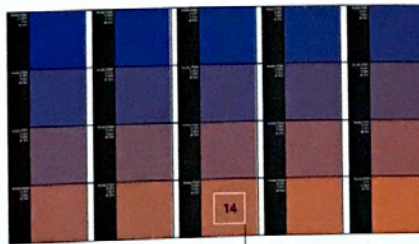
(13) 000/050/070/000

(14) 015/075/090/000

(15) 000/020/100/000



Chosen hue from matrix for the mid-range orange family



Chosen hue from matrix for the dark orange family.

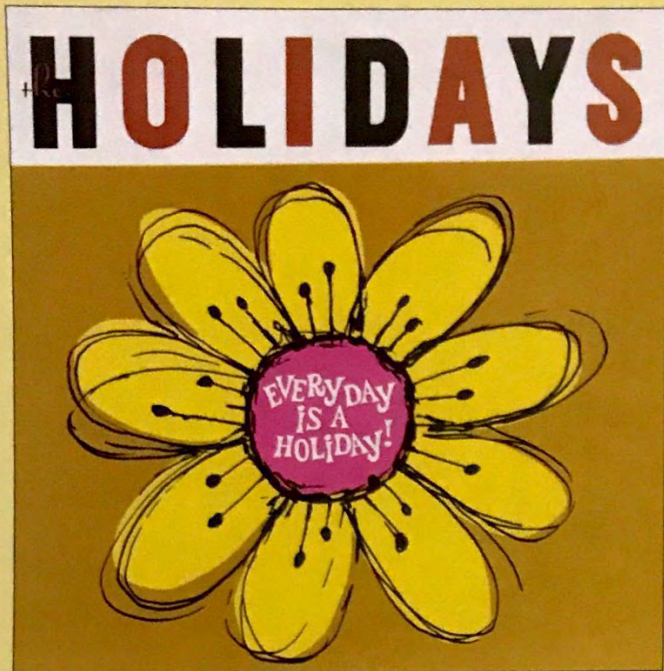


Figure 8  
Art Director/Designer Art Chantry

*positive  
associative responses*

**Pastel yellow family**

Pleasant, sunshine, glad, compassionate, tender, kindhearted, cheerful, happy, soft, sunny, warm, sweet, extrovert, good smell

*negative  
associative responses*

Bland, mild, subdued, foolish, simple, silly, softhearted, covered

*appetite rating  
for package design*

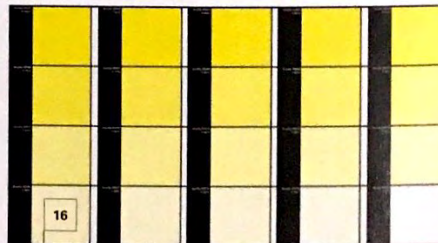
Poor to good

*associative taste*

Sweet

(16) 000/000/025/000

**Figure 8** The youthful energy found in this illustration is carried out through the use of line work and color. This cheerful and exhilarating design evokes the feeling of being on holiday.



Chosen hue from matrix for the pastel yellow family.

**B** type C55 M53 Y100 K42  
bgd C20 M40 Y84 K2

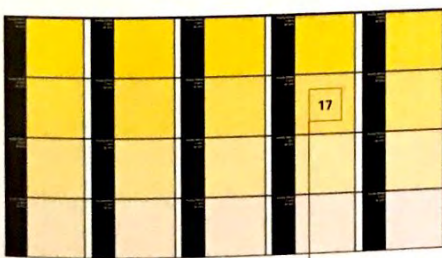
**b** type C20 M40 Y84 K2  
bgd C3 M10 Y91 K0

**o** type C3 M10 Y91 K0  
bgd C16 M72 Y64 K3

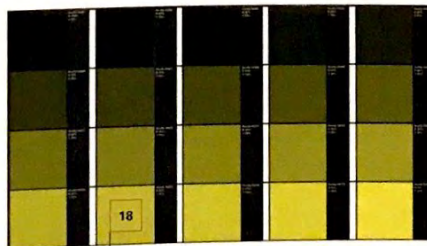
**o** type C16 M72 Y64 K3  
bgd C55 M53 Y100 K42

**BG** Background color C3 M10 Y91 K0 50%

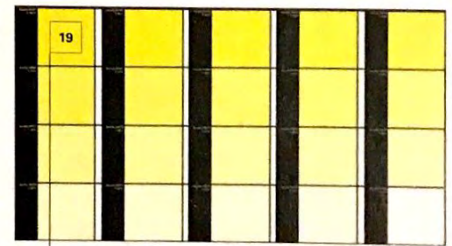
Golden-yellow/beige family	Dark yellow family	High-chroma yellow family	
<p>Dignified, pleasant, autumn, flowers, harvest, rich, sun, exalted idea, splendid, warm, wheat, comforting, sun-baked, buttery, classic, sandy, earthy, natural, soft, new idea</p>	<p>Flavorsome, long, active, appetizing, thirst</p>	<p>Anticipation, agreeable, pleasant, welcome, vigorous, noble, youthful, speed, movement, enlighten, sunshine, cheerful, friendly, hot, luminous, energy, intuition, magnanimity, intellect, loudest, brightest, vivacious, extrovert, comedy, celestial, favorable, biological, safety, warmth, joy, spontaneity, active, projective, aspiring, investigatory, original, expectant, varied, exhilaration, spring, summer, incandescent, radiant, inspiring, vital, celestial, high spirited, health, fun, excitement, stimulating, aggressive, honesty, happiness, strength, life, brilliant, admixture, picture, great density of light, substantial, real, satisfying, intrigue</p>	<p>Positive associative responses</p>
<p>Bland, smooth, mild, flat</p>	<p>Shame, disgust, unease, palatable, sicken, tension</p>	<p>Loudest, lacks weight and substance, scoundrel, coward, caution, yellow journalism, sickness, dense, deceit, treachery, yellow dog, yellow streak, incandescent, envy, jealousy</p>	<p>Negative associative responses</p>
<p>Excellent (for baked goods) Good to excellent (for products other than baked goods)</p>	<p>Good</p>	<p>Good</p>	<p>Appetite rating</p>
<p>No associative taste</p>	<p>Semisweet</p>	<p>Very sweet</p>	<p>Taste</p>
<p>(17) 000/010/060/000</p>	<p>(18) 000/000/075/020</p>	<p>(19) 000/000/100/000</p>	



Chosen hue from matrix for the golden-yellow/beige family.



Chosen hue from matrix for the dark yellow family.



Chosen hue from matrix for the high-chroma yellow family.



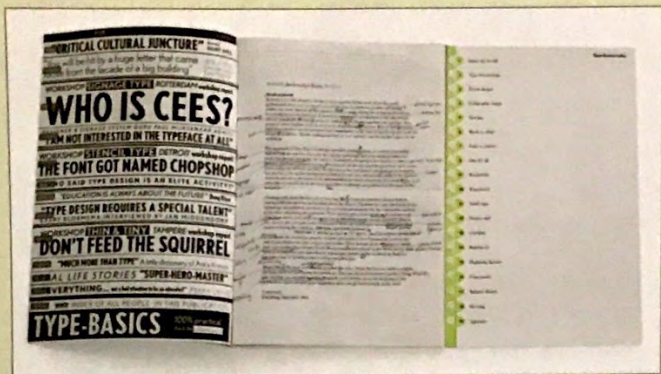


Figure 9  
Studio Underware  
Art Director/Designer Bas Jacobs

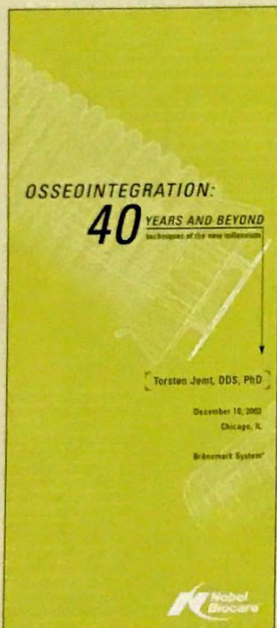


Figure 10  
Art Director/Designer Linda Y. Henmi

*positive*  
*associative responses*

**High-chroma yellow-green family**

Lemony, tart, fruity, acidic, sharp,  
bold, trendy, strength, sunlight, biology

*negative*  
*associative responses*

Sickly, slimy, most tranquilizing, tacky,  
acidic, gaudy, tart, disagreeable, shame,  
disgust, unease, bankrupt

*appetite rating*  
*for package design*

Excellent (for products other than meats)  
Poor (for meats)

*associative taste*

Very sweet, lemony

(20) 015/000/100/000

Figure 9 The gritty feel of the typography is enhanced by the use of the acidic high-chroma green-yellow.

Figure 10 The implant is imbued with the sense of strength associated with a high-chroma yellow-green hue.

9	type C31	M0	Y100	K0
	bgd C75	M68	Y67	K90
9	type C75	M68	Y67	K90
	bgd C12	M11	Y8	K0
	type C12	M11	Y8	K0
	bgd C31	M0	Y100	K0

10	type C20	M0	Y100	K100
	bgd C20	M0	Y100	K0
10	type C20	M0	Y100	K0
	bgd C2	M0	Y11	K0
10	type C2	M0	Y11	K0
	bgd C20	M0	Y100	K100

BG	Background color	C20	M0	Y100	K0	30%
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High-chroma green-yellow family	Pastel green family	High-chroma green family	
New growth, lemony, tart, fruity, acidic	Empathy, innate, complete, calm, quiet, soothing, natural, sympathy, compassion	Life, use, motion, ebbing of life, springtime, infancy, wilderness, hope, peace, plenty, mature growth, fresh, grass, Irish, lively, spring, foliage, outdoorsy, sympathy, adaptability, quiet, undemanding, soft, not angular, pacific, not nervous, tranquil, thinking, concentration, meditation, cool, abundance, healthy, hope, fertile, sea, fields, greenbacks, clean, moist, nature, water, clear, St. Patrick's Day, refreshing, peaceful, nascent, calm, security, peace, mountains, lakes	Positive associative responses
Acidic, bitter, sour	Calm, quiet, silence, stillness, inactive, idle	Sympathy, no direction, no expression, middle-of-the-road, soft, not muscular, jealousy, inexperienced worker, greenhorn, disease, terror, guilt, ghastliness, envy, radioactive	Negative associative responses
Excellent (for products other than meats) Poor (for meats)	Excellent (for products other than meats or baked goods) Poor to average (for meats and baked goods)	Excellent (for products other than meats) Very poor (for meats)	Appetite rating
No associative taste	No associative taste	No associative taste	Taste
(21) 040/000/100/000	(22) 035/000/050/000	(23) 100/000/100/000	



Chosen hue from matrix for the pastel green family.



Chosen hue from matrix for the high-chroma green family.

Chosen hue from matrix for the high-chroma green-yellow family.

Chosen hue from matrix for the high-chroma yellow-green family.

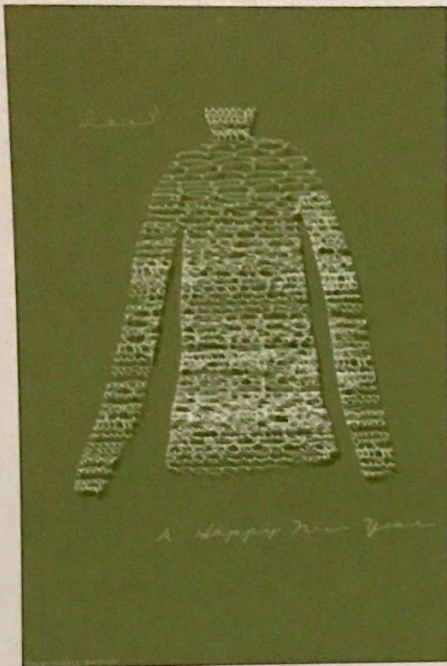


Figure 11  
Designer Hiroyuki Matsuishi



Figure 12  
Studio Sauce  
Creative Directors Adam Softley and Shane Mizon

**Figure 11** The symmetrical balance of the poster, the texture of the fabric, and the background hue chosen convey a sense of the natural.

**Figure 12** The classic feel found in this CD package is conveyed through the use of color and form. This family of colors has an excellent rating for package design.

*positive  
associative responses*

**Dark green family**

Nature, mountains, lakes, natural, mature growth, versatility, traditional, money, trustworthy, refreshing, cool, naturalness, restful, stately, forest, healthiness, quiet, woody, ingenuity

*negative  
associative responses*

Restful, quiet

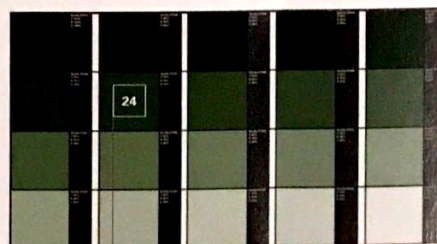
*appetite rating  
for package design*

Good (for products other than meats)  
Poor (for meats)

*associative taste*

No associative taste

(24) 070/000/070/070

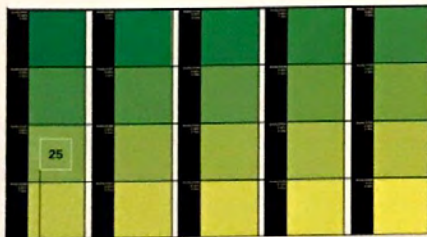


Chosen hue from matrix for the dark green family.

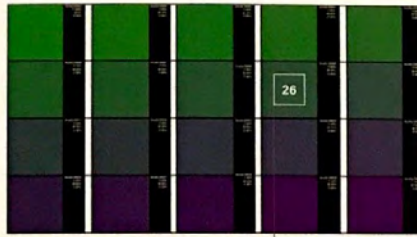
11	type C3 M0 Y5 K4 bgd C25 M0 Y43 K43	12	type C8 M13 Y34 K1 bgd C40 M30 Y55 K20
11	type C25 M0 Y43 K43 bgd C3 M0 Y5 K4	12	type C40 M30 Y55 K20 bgd C54 M62 Y62 K81
		12	type C54 M62 Y62 K81 bgd C8 M13 Y34 K1

**BG** Background color C25 M0 Y43 K43 10%

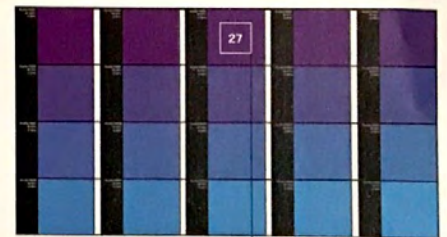
Mid-green family	Blue-green family	High-chroma purple family	
Warlike, forces, military, camouflaged, safari, classic	Pristine, pure, serious, cleanliness, incorruptible, pensive, tranquillity, lively, mellow, cheerful, clarity, certainty, firm, consistent, great strength, inner coolness, lakes, flattering	Celibacy, rage, deep, nostalgia, memories, power, spirituality, infinity, dignified, sublimation, meditative, mystical, coolness, night, conservative, thought, royalty, nobility, subduing, athletic, important, soft, atmospheric, mist, Easter	Positive associative responses
Military, camouflaged, drab, warlike, forces, combative, militant	Irritable, disagreeable, peeve	Conservative, melancholia, priggishness, darkness, shadow, mourning, pompous, loneliness, desperation, sadness	Negative associative responses
Excellent (for products other than meats) Poor (for meats)	Excellent (for products other than meats) Very poor (for meats)	Excellent (for products other than food) Poor (for food)	Appetite rating
No associative taste	No associative taste	No associative taste	Taste
(25) 050/000/070/000	(26) 095/045/060/000	(27) 090/090/000/000	



Chosen hue from matrix for the mid-green family.



Chosen hue from matrix for the blue-green family.



Chosen hue from matrix for the high-chroma purple family.

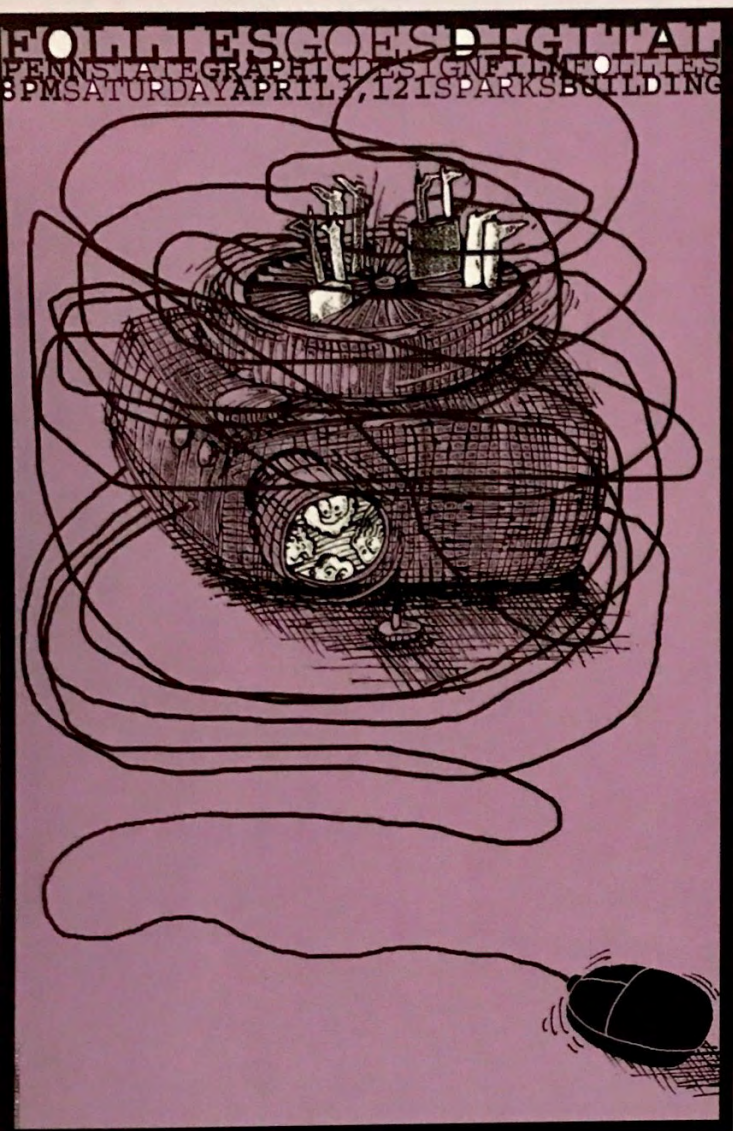


Figure 13  
Art Director/Designer/Illustrator Lanny Sommese

Figure 13 The meaning of this illustration is accentuated by the association with fragility of the mid-range red-purple hue.

**High-chroma red-purple family**

*positive*  
*associative responses*

Sweet taste, subtle, restlessness, prolongs life, feminine elegance, tender longing, romanticism, exciting, sensual, flamboyant, creative, unique, sophisticated

*negative*  
*associative responses*

Subtle, flamboyant, unquiet, rest

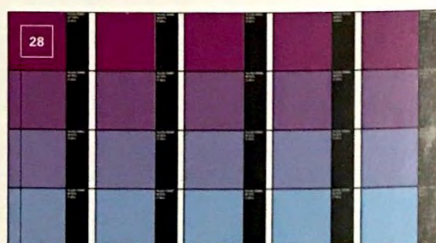
*appetite rating*  
*for package design*

Excellent (for products other than food)  
Good to excellent (for food)

*associative taste*

No associative taste

(28) 055/100/000/000

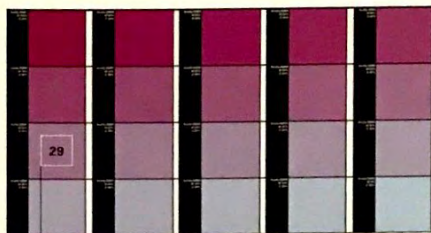


Chosen hue from matrix for the high-chroma red-purple family.

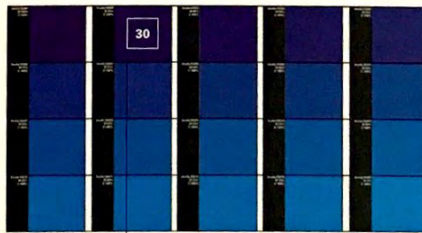
- 13 type C73 M58 Y77 K79  
bgd C23 M47 Y0 K0
- 13 type C0 M0 Y0 K0  
bgd C73 M58 Y77 K79
- 13 type C23 M47 Y0 K0  
bgd C0 M0 Y0 K0

BG Background color C23 M47 Y0 K0 20%

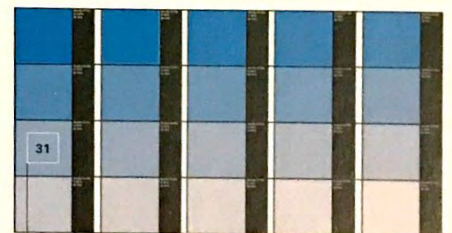
Mid-range red-purple family	High-chroma blue-purple family	Pastel blue family	
Charming, elegant, select, refined, subtle, nostalgic, delicate, floral, sweet scent, sweet taste	Meditative, restlessness, expensive, regal, classic, powerful, tender, longing, elegant, mystical, spiritual, futuristic, fantasy	Pleasure, peace, calm, quiet, hygienic, peaceful, refreshing, clean, cool, water, heavenly, constant, faithful, true, dependable, happy, tranquil, glory, good, devoted to noble ideas	Positive associative responses
Picky, breakable, frail, fragile	Tragedy, restlessness, misadventure, mishap, misfortune	Calm, quiet, peaceful, empty, restful, indifferent, blurry	Negative associative responses
Good	Excellent (for products other than food) Poor (for food)	Excellent (for products other than food) Poor (for naturally colored foods) Good (for artificially colored foods)	Appetite rating
Sweet	No associative taste	No associative taste	Taste
(29) 050/050/000/000	(30) 100/095/000/000	(31) 050/015/000/000	



Chosen hue from matrix for the mid-range red-purple family.



Chosen hue from matrix for the high-chroma blue-purple family.



Chosen hue from matrix for the pastel blue family.

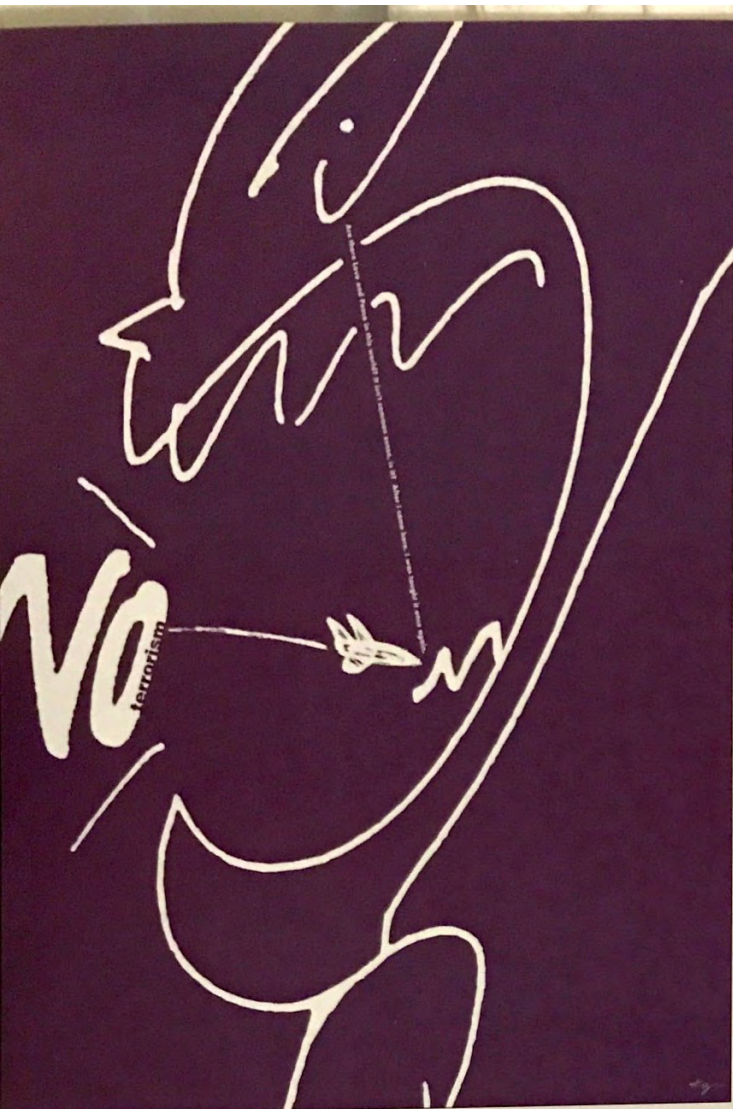


Figure 14  
Designer Koshi Ogawa

Figure 14 A high-chroma blue is an excellent choice to communicate the concept of an insane and fearful relationship/existence.

### High-chroma blue family

**positive  
associative responses**

Dignity, spaciousness, sobriety, calm, height, lively, pleasing, rich, levels, vertical, honesty, strength, work, upward, deep, feminine, relaxed, mature, classy, expensive, unique, electric, energetic, vibrant, flags, stirring, happy, dramatic, recalls childhood, inner life, seized by love, not violent, quiet, cold, wet, reposed, blue bloods, once in a blue moon, bolt from the blue, flute, stringed instrument, mercury, clear, cool, transparent, introspective, summer, water, sky, ice, service, subduing, contemplative, sober, calm, security, peace, thought-provoking, serenity

**negative  
associative responses**

Mournful, feeling blue, the blues, insane, mental depression, blue Monday, transparent, recessive, distant, melancholy, gloom, fearfulness, furtiveness, sadness, work, solemn, shadows, empty

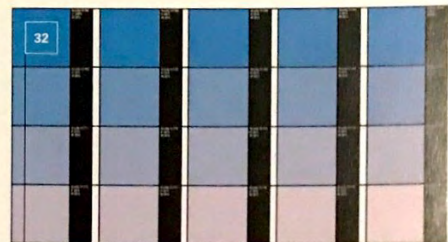
**appetite rating  
for package design**

Poor to good

**associative taste**

No associative taste

(32) 095/020/000/000



Chosen hue from matrix for the high-chroma blue family.

14 type C0 M0 Y0 K0  
bgd C17 M84 Y23 K8

14 type C67 M84 Y23 K8  
bgd C6 M0 Y0 K0

BG Background color C10 M84 Y23 K8 10%

Dark blue family	High-chroma blue-green family	Earth tone family	
<p>Serene, quiet, authoritative, credible, devotion, security, service, nautical, solemnity, gravity, great religious feeling, basic, confident, classic, conservative, strong, dependable, traditional, uniforms, professional</p>	<p>New, further, young, forward, ocean, tropical, jewelry, pristine, cool, fresh, liquid, refreshing, healing, wholesome, pure, recent, young</p>	<p>Rustics, delicious, deep, rich, warm, folksy, rooted, life, work, wholesome, sheltering, masculine, woodsy, warm, durable, secure, earth, dirt, strength</p>	<p>Positive associative responses</p>
<p>Authoritative, gloom, conservative, traditional, uniforms, serene, quiet, solemnity, irrationality</p>	<p>Inexperienced, raw, rude, unseasoned</p>	<p>Folksy, woodsy, rustics, dirt, work</p>	<p>Negative associative responses</p>
<p>Excellent (for products other than meats) Poor (for meats)</p>	<p>Excellent (for products other than meats) Poor (for meats)</p>	<p>Excellent (for baked goods, coffee, chocolate, and candy) Good (for most other products; in some cases will have negative connotations)</p>	<p>Appetite rating</p>
<p>No associative taste</p>	<p>No associative taste</p>	<p>No associative taste</p>	<p>Taste</p>
<p>(33) 095/080/000/020</p>	<p>(34) 090/050/055/000</p>	<p>(35) 005/080/080/080</p>	



Chosen hue from matrix for the dark blue family.



Chosen hue from matrix for the high-chroma blue-green family.



Chosen hue from matrix for the earth tone family.





Figure 15  
Designer Hiroyuki Ueno



Figure 16  
Designer Inyoung Choi

Figure 15 The expressively strong graphic is accentuated by the neutral gray instilling a quiet and classic overtone.

Figure 16 The typography is imbued with the hue black to engender a relationship between the statement made and the powerful graphics.

*positive  
associative responses*

*negative  
associative responses*

*appetite rating  
for package design*

*associative taste*

**White**

Light, cool, snow, cleanliness, purity, clean, sterling, innocent, silent, inexplicable, normality, life, work, school, emptiness, infinity, refreshing, antiseptic, perfect balance, zeal, bright, glistening, awareness, pleasure, cold, clean, spiritual, Mother's Day, flag, frank, youthful, brightness of spirit

Innocent, lightweight, inaccessible, silent, emptiness, fear, work, sadness

Excellent

No associative taste

(36) 000/000/000/000



Chosen hue for white.

15 type C0 M0 Y0 K100  
bgd C0 M0 Y0 K36

16 type C0 M0 Y0 K2  
bgd C0 M0 Y0 K89

BG Background color C0 M0 Y0 K36 20%

18 type C0 M0 Y0 K36  
bgd C0 M0 Y0 K100

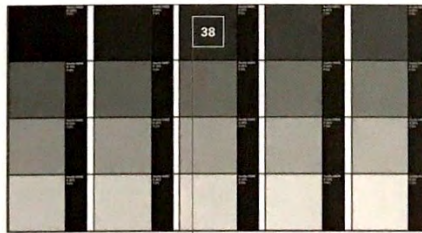
18 type C0 M0 Y0 K89  
bgd C0 M0 Y0 K36

18 type C0 M0 Y0 K36  
bgd C0 M0 Y0 K2

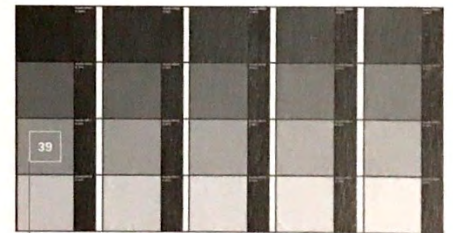
Black	Dark gray family	Neutral gray family	
<p>Winter, percussion, spatial, powerful, elegant, mysterious, heavy, basic, neutral, night, life, school, cold classic, strong, expensive, magical, invulnerable, prestigious, sober without peculiarity, distant, noble, blindness, piano</p>	<p>Wise, cultured, professional, classic, expensive, sophisticated, solid, enduring, mature</p>	<p>Quality, quiet, classic, inertia, ashes, passion, practical, timeless, old age, cunning, cool, sober, corporate</p>	<p>Positive associative responses</p>
<p>Dark, heavy, death, despair, void, eternal, silence, no future, powerful, mysterious, nightmare, rigid, distant, negative, evil, blackmail, blackball, blacklist, gloom, hatred, malice, anger, fear, black magic, emptiness, mourning, funeral, ominous, deathly, depressing, negation of spirit, blindness</p>	<p>Expensive, costly, complex, complicated, disenchanted, disillusioned, debase</p>	<p>Quiet, ghostly, egoism, depression, indifference, autonomous, nothing, neutral, indecision, lack of energy, tragedy, selfishness, deceit</p>	<p>Negative associative responses</p>
<p>Excellent</p>	<p>Excellent (for products other than food) Poor (for food)</p>	<p>Poor to good</p>	<p>Appetite rating</p>
<p>No associative taste</p> <p>(37) 000/000/100/100</p>	<p>No associative taste</p> <p>(38) 000/000/005/090</p>	<p>No associative taste</p> <p>(39) 000/000/000/050</p>	<p>Taste</p>



Chosen hue from matrix for black.



Chosen hue from matrix for the dark gray family.



Chosen hue from matrix for the neutral gray family.

positive  
associative responses

**Muddy gray family**

Quality, basic, classic, practical,  
timeless, natural

**Silver family**

Futuristic, cool, expensive, money,  
valuable, classic

**Gold family**

Warm, opulent, expensive, radiant,  
valuable, prestigious

Positive associative responses

negative  
associative responses

Pragmatic, sober, utilitarian, old, bottom,  
primitive, elemental

Costly, expensive

Lavish, costly, expensive

Negative associative responses

appetite rating  
for package design

Poor

Excellent

Excellent

Appetite rating

associative taste

No associative taste

No associative taste

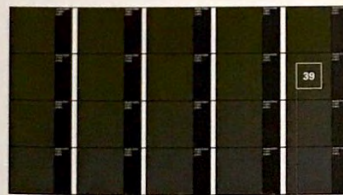
No associative taste

Taste

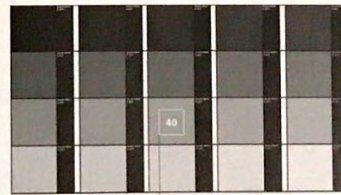
(39) 000/000/055/005

(40) 000/000/000/040

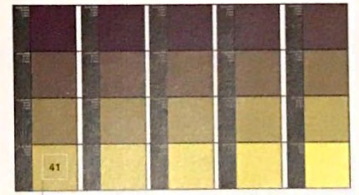
(41) 025/025/100/000



Chosen hue from matrix for  
the muddy gray family.



Chosen hue from matrix for  
the silver family.



Chosen hue from matrix for  
the gold family.

*For our daughters  
Olivia and Gustava  
who teach us  
everyday, and all  
mentors, especially  
Philip B. Meggs and  
Akira Ouchi.*

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# Color Management

A Comprehensive Guide for Graphic Designers

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