

The exact spot where a colour appears on the 360° wheel is called its hue. Hues shade into one another imperceptibly. There are an infinite number of them. To keep things simple, I have divided the wheel on this page in to six main hues: yellow, orange, red, violet, blue and green. I have then sub-divided the six to get twelve segments in all, so that for instance the hue half-way between yellow and green is set off as yellow-green.

There are six colour rules explained on the following pages using the same wheel. All you need to take from each one is where the basic elements of the colour wheel fit together, and from there you can simply choose the best colour palette for your project. As the colour wheel is basically a logical representation of the entire colour spectrum, displaying it in black and white can (counterintuitively) help with thinking rationally about colour theory by avoiding subjective responses to the colours themselves.

