

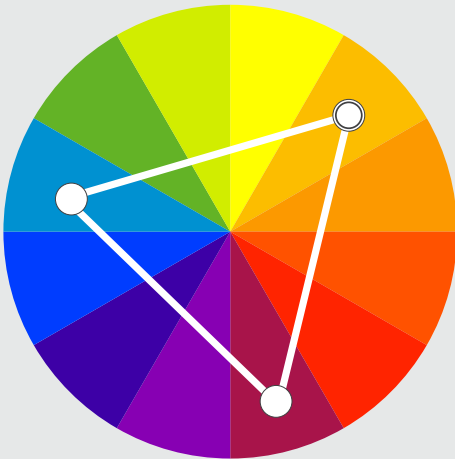


Split complementary

As the name suggests, this uses similar principles to the complementary scheme, but with one additional colour. Rather than using the colour that is diametrically opposite, use the two colours either side of the opposite colour.

When to use it

Perfect when you have three categories but want your audience to focus on one in particular, in order to highlight trends or features.

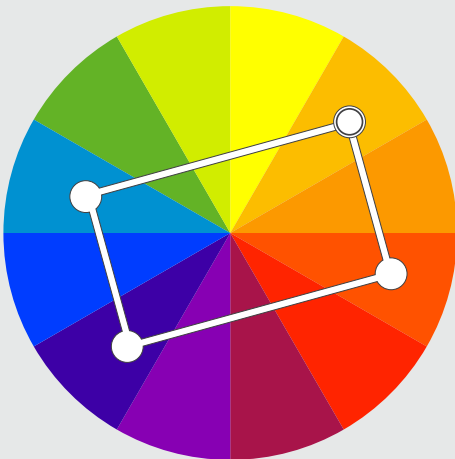


Triadic

Choose three colours positioned on an equilateral triangle. This is where the primary colour scheme of red, blue and yellow sits.

When to use it

Perfect for portraying three categories of equivalent importance, without the bias that you would exploit with the split complementary scheme. This is a much more democratic choice if you do not want to direct attention to a particular category.



Complementary

Similar to triadic, with the difference that it uses four colours rather than three.

When to use it

If you have multiple categories that should be given equivalent importance, use the triadic scheme for an odd number of categories and the tetradic scheme for an even number.