

Doodle Life  
*coloring art for everyone*

90TH ANNIVERSARY



1926-2016

# understanding COLOR Theory

A brief understanding of color theory to help maximize your coloring pages.



## COLOR Harmonies

*Complementary* colors are always fun to work with, and are directly across from one another on the color wheel. For instance, the complement of red would be green.



*Analogous* colors are colors next to each other on the color wheel. These colors are harmonious and pleasing to the eye.



A *triadic* color scheme uses colors that are evenly spaced around the color wheel. To use this scheme successfully, one of the chosen colors should be used dominantly, while the others are used as accents.



*Split complementary* colors take a color - and instead of choosing the color directly across from it (complementary), it takes the two on either side of it!



## PRIMARY Colors

Red, yellow and blue. Primary colors are used as a base to make up all other colors.



## SECONDARY Colors

Orange, green and purple. Secondary colors are made by mixing only primary colors.



## TERTIARY Colors

Yellow-orange, yellow-green, blue-green, blue-purple, red-purple, red-orange. Tertiary colors are made by mixing primary and secondary colors.



## WARM Colors

Warm colors are on the top side of the color wheel and include; reds, yellows and oranges. These colors give off energetic vibes.

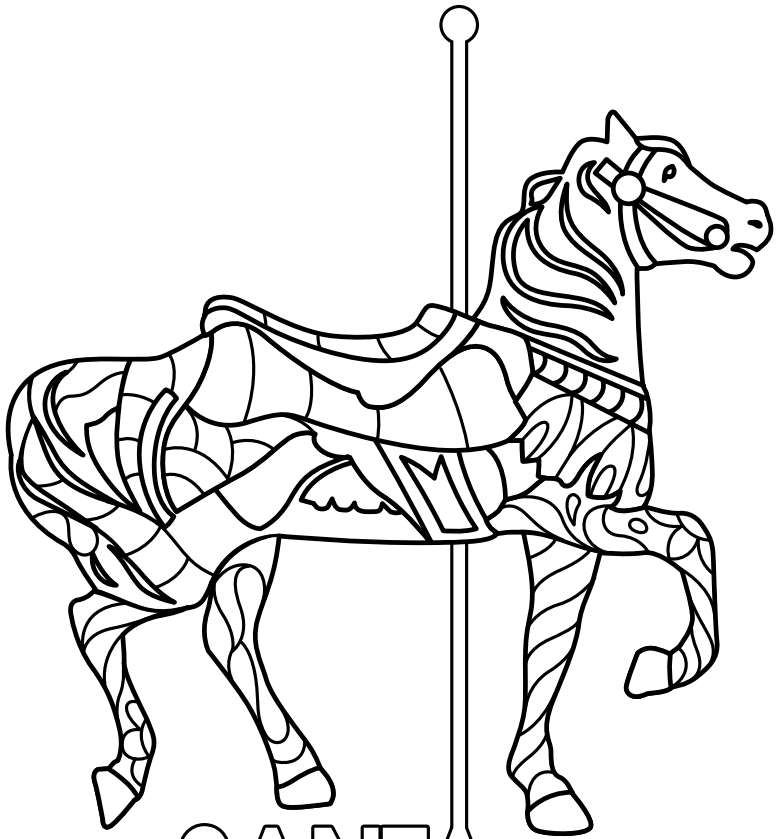


## COOL Colors

Cool colors are on the bottom side of the color wheel and include; greens, blues and purples. These colors give off a soothing, calming vibe.



see last page for coloring tips..



SANTA  
MONICA



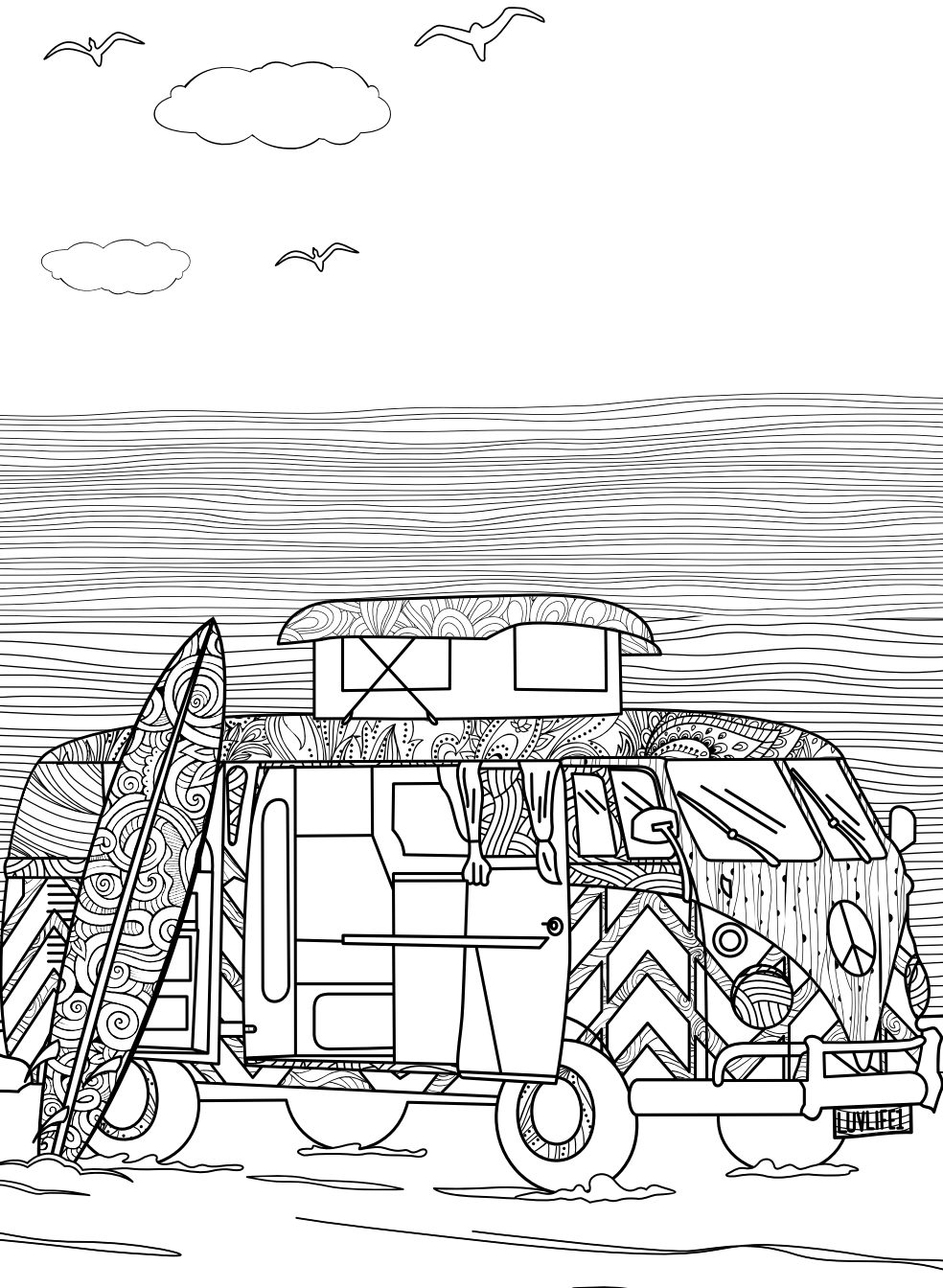


SANTA MONICA

66

End of the Trail

SANTA MONICA CALIFORNIA



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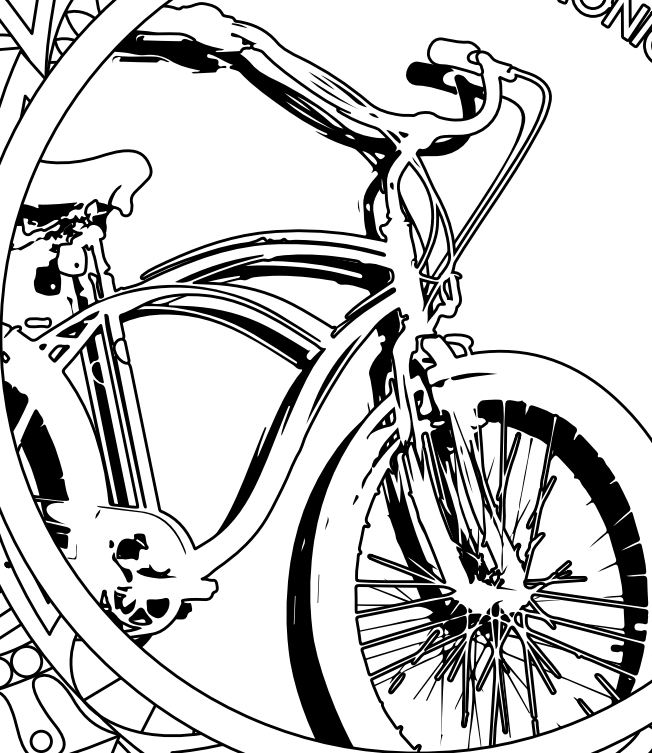
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SANTA MONICA CALIFORNIA



SANTA MONICA CALIFORNIA





SANTA MONICA

★ YACHT HARBOR ★

SPORT FISHING ★ BOATING

cafes

# COLORING *Tips*

EXAMPLES *of different media*

*colored pencil*

*marker*

*colored pencil & marker*



*Have fun coloring with a variety of media.*

Crayons – who doesn't love reliving their childhood by smudging colored wax across beautifully textured paper?

Markers – these are a great choice for simple to challenging coloring books, they also mix well with colored pencils to create a lovely textured and dramatic feel. Markers come in a variety of shades, have precision tips and offer bright, vibrant colors.

Colored pencils – the crayon's more sophisticated cousin. Colored pencils are great for artists of any level and offer a hard, precise tip, which is easy to keep sharp. They come in many colors, and layer very well. Press softer for lighter colors and harder for a more dense, rich color. Colored pencils can be used along side other media, like markers to create a beautifully textured finish.



# 100% Sustainable!

## Even Brighter ■ Even Greener

This book is printed on 100% post-consumer recycled paper. Not only is the paper 100% PCW, it's processed chlorine free, it's green-E certified, and made using electricity generated from wind power.

## 100% Solar

All of our printing is powered by our 200-panel photovoltaic array. Each year we generate 65,344 kilowatt hours of electricity.

## Solar Power in New Hampshire?

That's right! Believe it or not, New England receives 30% more of the sun's energy than Germany, the world leader in solar installations.

*Thanks to customers like you, this year we'll save*

2,405	1,121,858	1,078	75,098	206,850
<i>Mature Trees</i>	<i>Gallons of Water</i>	<i>Million BTUs of Energy</i>	<i>Pounds of Solid Waste</i>	<i>Pounds of Greenhouse Gases</i>

Calculations based on research by Environmental Defense Fund & other members of the Paper Task Force.