



# Colour schemes that a logo designer should be aware of

A logo is a company's identity, something that is designed in such a way that it fully represents the brand to its customers. For this to happen the designer needs to be experienced that he/she asks a business the right question that the elements picked can fully represent the company to whoever sees it.

The biggest issue a designer faces when creating a logo is when he/she is picking the colours that's why it is advised to pick colours in the end. One thing that could make it easier in picking the colours is if you know about the different colour schemes.

## Monochromatic:

In monochromatic we stick to only a single pigment and only use the tint, shade and hue of that colour. This colour scheme is something not used a lot because you are only sticking to paint and only using them in your whole design.

Yes, this can be easy but when talking about creating something diverse this trick is something that shouldn't be followed. Sometimes playing with the right like the pigment red, green can provide you with the look your brand needs.

# Monochromatic Color Wheel



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## Analogous:

In this, you pick colours that are next to each other in the colour wheel. In Analogous you have the option to use three colours from either the right or the left to each other. In analogous, you can either use all three or any two.

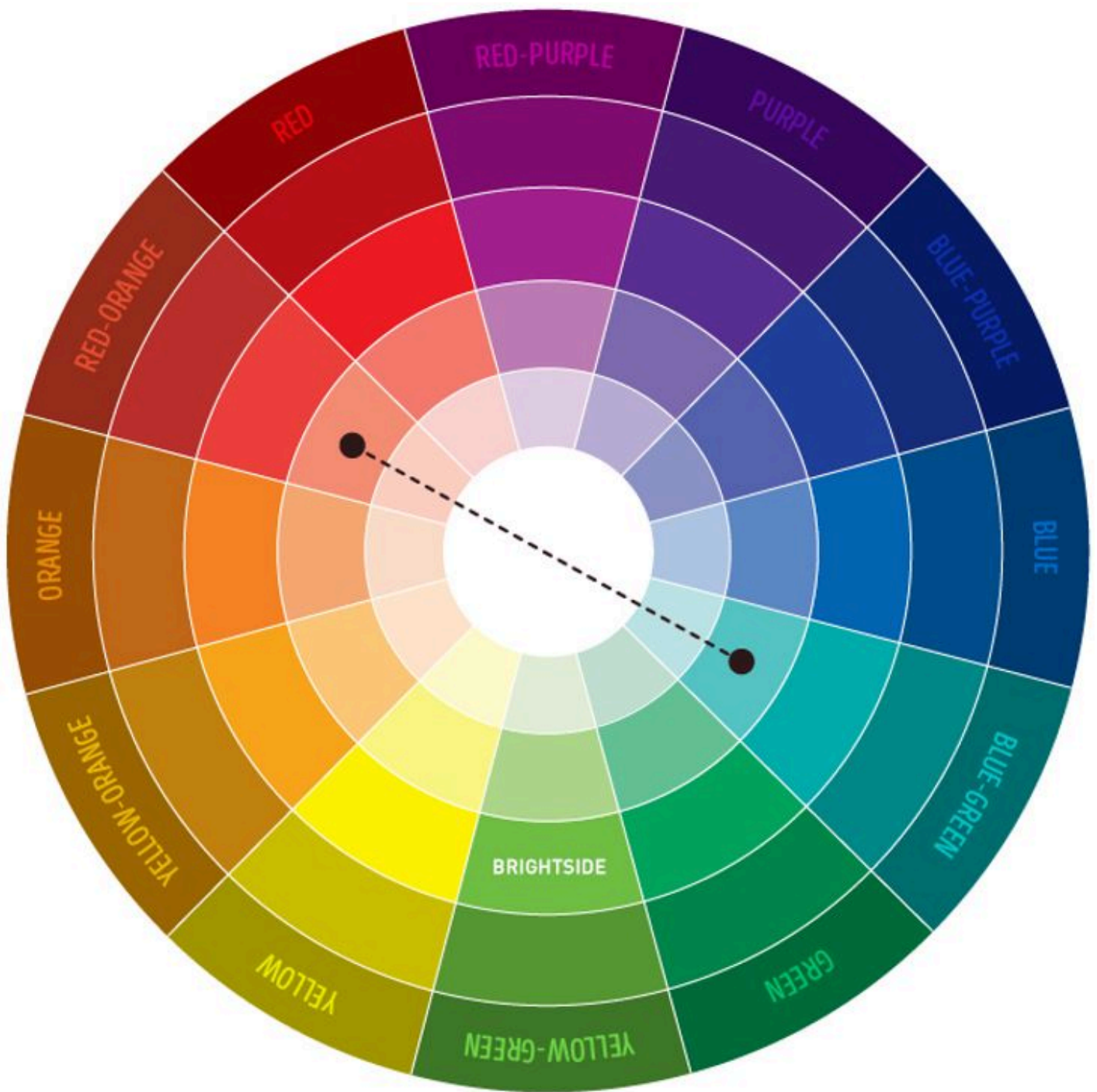
In this you don't have that many options to play around with, the thing you could do is use either the value or saturation to create something that can make the design look attractive. This can be in many different ways to give your logo the look that differentiates it from all the others.



## Complementary:

Like the name, complementary pigment is those which look great when used together. In the colour wheel, these colours are opposite to each other. You need to be very careful when using them as overusing can make the design look unsettling.

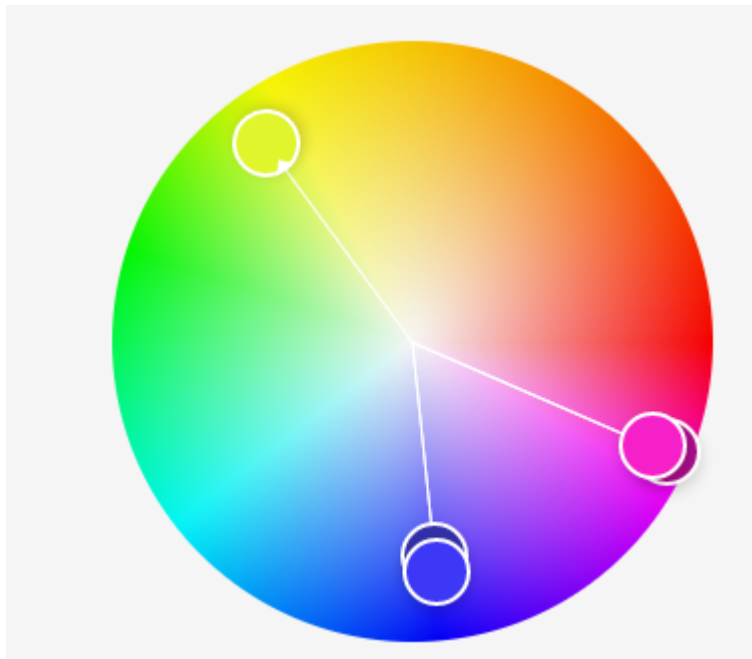
You have the option to either use the shade, tints or tones of complementary colours. Using these pigments in the right way can create depth making the design look bright and optimistic in a formal way.



## Split Complementary:

This is just like the one we just talked about above but the paint used here is the exact opposite to the ones we used before. These work the same but the difference here is that they offer the designer a few more colour options than the one you got before.

By using this colour scheme you give the designer more of a chance to play with all the different pigments. There are very dissimilar to the complementary but at the same time relaxing on your eyes.

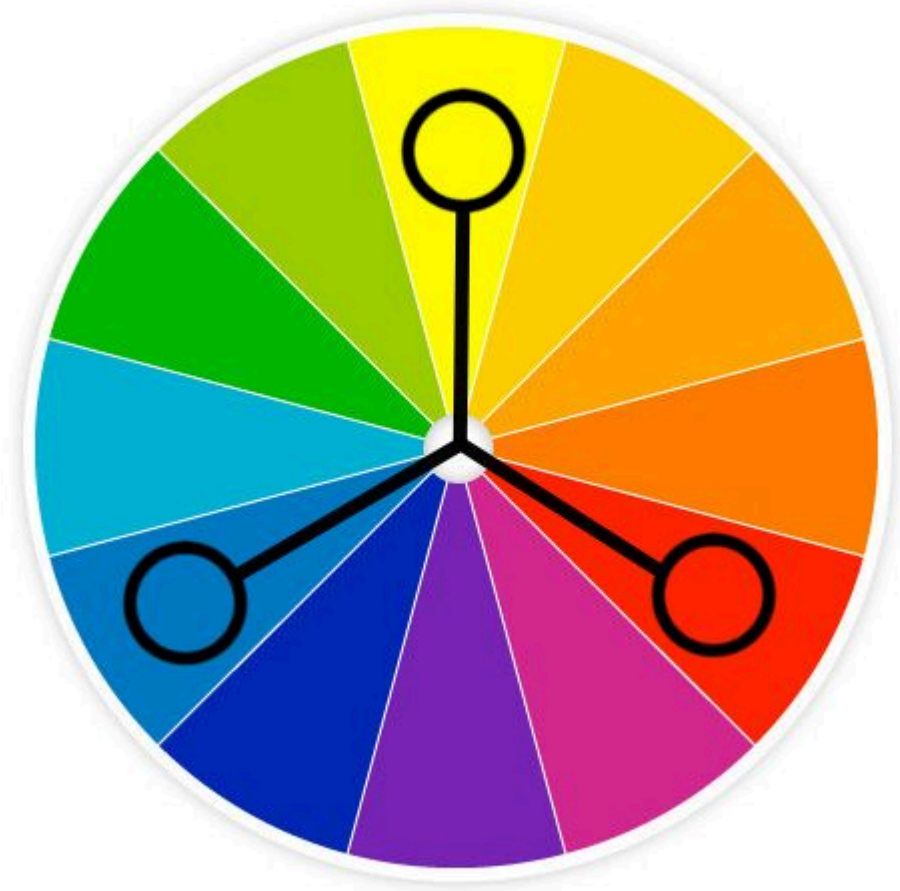


## Triadic:

Triadic is a triangular scheme in which you can have the option to pick from three different pigments that are equally spaced out in the wheel. In this, the best trick is to pick a main, secondary and tertiary colour.

You need to be super precise when using these different pigments or you create something weird. If used accurately it will create a [custom logo](#) which a rich, balanced and harmonious look that others won't.

# Triadic



## Wrapping Up:

These are the different colour schemes a logo designer should be aware of when working for [custom logo design services](#). If you want to try this for yourself you can easily do that by looking into websites like colors.com and Adobe color.