

# COLOR TYPE

INFORMATION







## Color Type information

The Color 1 color charting system has four classic or basic color types, plus combination color types equaling twelve color types. Humans are magnificently unique; this diversity is what makes our beauty outstanding. Every race is comprised of people who represent all of the 12 color types.

The four basic or classic color types:

- LIGHT BRIGHT
- CONTRAST
- MUTED
- GENTLE

Each of these important qualities of color must be considered in order to look your best.

- COLOR
- CLARITY
- CONTRAST

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## LIGHT-BRIGHT COLOR TYPE



## CONTRAST COLOR TYPE

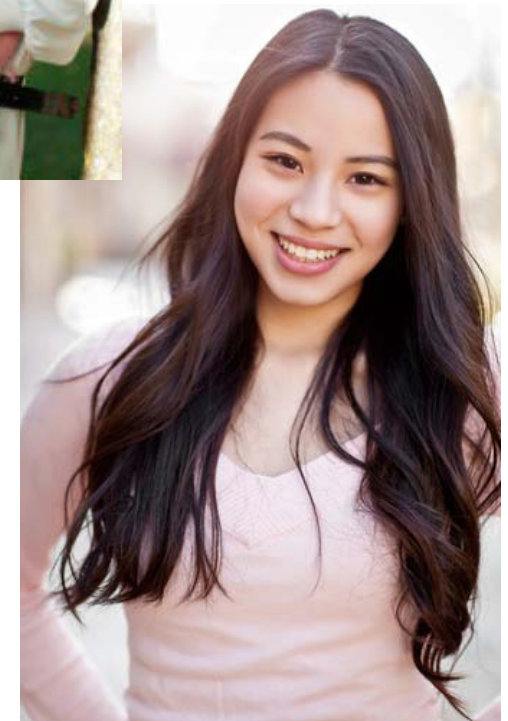
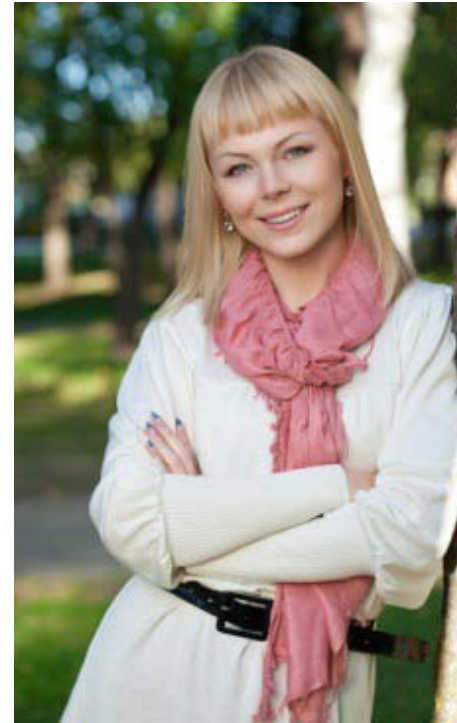




## MUTED COLOR TYPE



## GENTLE COLOR TYPE



# COLOR ~ CLARITY ~ CONTRAST

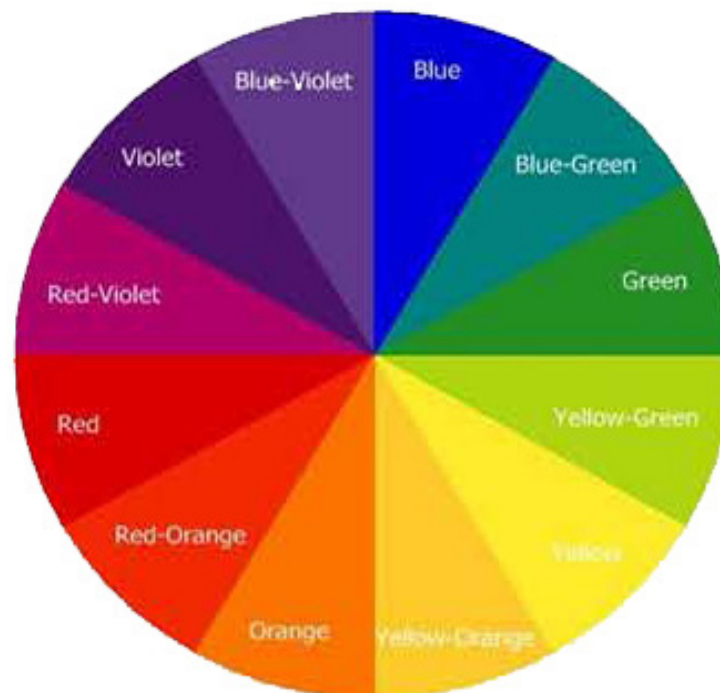
In the Color 1® Associates system, we believe each person can **wear every color in the spectrum** as long as it is your correct shade, clarity and contrast.

As explained in [Quintessential Style](#), one of the most important factors of being well dressed and creating a harmonious wardrobe is selecting many different shades of colors that are in the same range of clarity and contrast which is most flattering to you.

When your closet is filled with your charted colors you begin to see a common quality. You are the unifying factor and each of these important qualities of color must be considered in order to look your best.

- Hue is the name of a color - red, green, blue, magenta, teal, etc. You can wear any Hue in the color spectrum if it is the correct clarity and contrast for your color type.
- Clarity determines how bright or toned down colors look.
- Contrast determines how you combine colors work most effectively. An example of high contrast is a combination of crisp black and whites, while blended contrast is less crisp grays and off-whites.

## COLOR WHEEL FULL SPECTRUM



# COLOR ~ CLARITY ~ CONTRAST

## COLOR CLARITY



## COLOR CLARITY EXPLAINED:

Compare Color chips by Color Type for Clarity. Clarity determines how bright or toned down colors look.

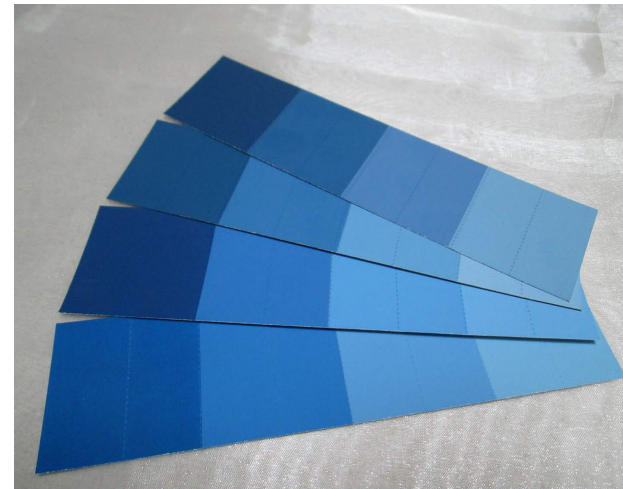
*(from bottom to top of photo)*

Light Bright: Bright with a touch of white added to lift it

Contrast: Bold and bright

Muted: Slightly toned down with brown added to mute it

Gentle: Soft and toned down with gray added



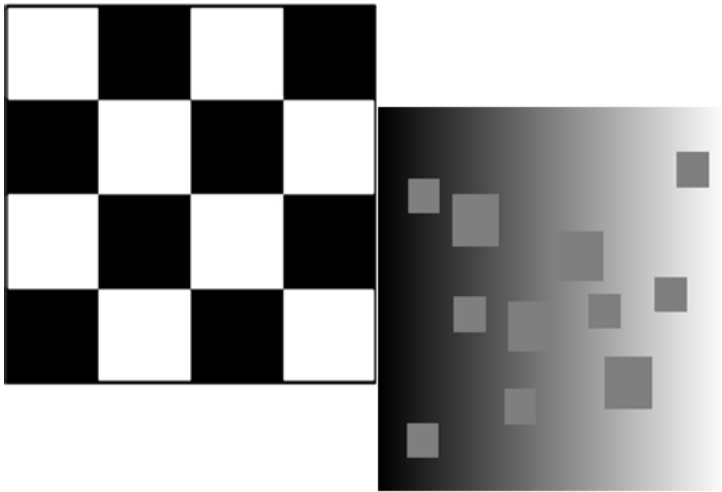
# COLOR ~ CLARITY ~ CONTRAST

## COLOR CONTRAST EXPLAINED:

In order to create a signature style it is important for every person to know whether they are more enhanced by pure white or off white. When some people wear black and white it acts like an intensifier and makes them show up more. On others, black and white is overpowering and it looks as if black and white ensembles are wearing them.

There are only three combinations that are high contrast: black + pure white, dark brown + pure white and navy blue + pure white.

In the illustration, the black and pure white checkerboard pattern on the left is high contrast. The image on the right is blended looking and lower contrast.



High Contrast



Lower Contrast





## SAMPLE COLOR CHARTS:

If you have identified your color type by reading Quintessential Style these are samples of the colors that are usually most flattering by color type. Though there may not appear to be extreme difference in the colors, the difference in how an individual looks in the correct colors is extreme.

Because of the difference in computer monitors and lighting limitations these colors may not be accurately conveyed. It is extremely challenging to convey colors accurately online. Especially from computer monitor to computer monitor. Controlling the light photographically is also very difficult. Even varying textures of fabrics bounce light differently.

**Light Bright Color Chart**



**Contrast Color Chart**



**Muted Color Chart**



**Gentle Color Chart**





**Contact a certified Color 1 Associate for a demonstration now! See listings by state on following pages.**

**See for yourself:**

If there is not a consultant in your area visit your closest Lowes store and head to the paint department. These examples are not perfect, but will illustrate color and clarity differences by color type. Discerning the differences in the store will be difficult. Take the chips outside for natural light. Stand in the shade rather than in direct sunlight. Turn your back to the sun, light directed onto the chips. Holding the chips perpendicular to the light rather than laying them flat on a table will also make it easier to see.

Tip: If you do have a Color 1 chart and are decorating, [Pittsburg Paint](#) is the source for easiest matches to your chart.

**LIGHT BRIGHT:**

Red: Olympic, Calypso Berry, A33

Blue: Valspar, card 4007-10, Peek-a-Boo Blue, chip 4007-10C

Green: Olympic, card A64b, Green Gloss, A64-6

**CONTRAST:**

Red: Valspar, Pantone Universe, card PN4050, Formula One, chip 19-1763

Blue: Valspar, Pantone Universe, card PN 8050, Princess Blue, chip 19-4150

Green: Olympic, card A62b, Jewel Green, chip A62-6

**MUTED:**

Red: Olympic, card B33b, Red Gumball, chip B33-6

Blue: Valspar, Azure Jazz, 4011-6

Green: Valspar, Chesterwood French Green, 6001-8C

**GENTLE:**

Red: Olympic, card B34b, Red Licorice, chip B34-6

Blue: Valspar, LaFonda Deep Blue, 4011-7

Green: Valspar, Eddie Bauer Home, Ridgeline Cabin, Juniper, EB44-3

## Contact a Certified Color 1® Associate now!

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