



think color

A guide to color from the design studio that created the design of Excélsior in Mexico City

Danilo Black

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Analogous:
Match colors with adjacent hues (in the color wheel)—then contrast with a black and white photo or a set of neutrals.



BOLSAS	ACTUAL	ANTERIOR	VAR %	ACTUAL	ANTERIOR	VAR.	DIVISAS	ACTUAL	ANTERIOR	VAR. %
• ICI (México)	2,943.92	2,920.92	0.82	• Índice Bursátil	7,264	7,264	• Dólar al Mexicano	15.7705	15.8400	-0.43
• Dow Jones (EE.UU.)	12,426.74	12,377.50	0.40	• IBI 28 días	3,145%	3,122%	• Euro al Mexicano	19.88	19.54	1.65
• Nasdaq (EE.UU.)	2,433.85	2,432.41	0.06	• Crea 28 días	7.07%	7.04%	• Euro	14.39	14.40	-0.07
• S&P 500 (EE.UU.)	4,374.56	4,324.32	1.15	• Índice Pasa México	109	108	• Petróleo Brent	62.12	61.40	1.17



4
OUT OF 5
NEWSPAPER LOGOS
IN THE MARKET
ARE BLUE

b/w
Black as color
Try changing a photo from color to black and white and see the difference in the mood of your design.

Complementary:
Create harmonic tension
cyan:orange
magenta:green
yellow:violet

“Anyone who works with color works with the mind. Understanding how the 13 chords of psychological colors work is a fundamental skill for any endeavour to communicate effectively.”
Eva Heller,
Sociologist, Psychologist and author of "Psychology of Color — How colors affect on feelings and reason"

Monochromatic:
One color with varied intensity and lightness in a single hue