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Color theory also involves the messages colors communicate; and the methods used to replicate color. In color theory, colors are organized on a color wheel and grouped into 3 categories: primary colors, secondary colors and tertiary colors. More on that later. Via unsplash. So why should you care about color theory as an entrepreneur?

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Opticks, one of the great works in the history of science, documents Newton's discoveries from his experiments passing light through a prism. He identified the ROYGBIV colors (red, orange, yellow, green, blue, indigo, and violet) that make up the visible spectrum. The visible spectrum is the narrow portion within the electromagnetic spectrum that can be seen by the human eye.

### **Color Theory and Its Application**

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#### **Color Theory & How You Can Apply It for Branding | Cleverism**

Color theory is a science and art unto itself, which some build entire careers on, as color consultants or sometimes brand consultants. Knowing the effects color has on a majority of people is an incredibly valuable expertise that designers can master and offer to their clients.

#### *Color theory - Wikipedia*

Color theory embraces a multitude of definitions, concepts, and

design applications and helps create an understanding and guidance to color mixing and the visual effects of specific color combinations.

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