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5 examples of monochromatic colors

Our color choices in art and design are vital to the creative process and end result.The colors you pick for a design play a massive role in the final outcome. Color influences communication, and every single color says something.Colors make people feel emotions, guide their eyes, and even influence their behavior—all of which are key aspects of color theory and psychology. A monochromatic color palette simplifies these principles by using variations of a single hue to create striking and harmonious designs.A burst of joy, a sense of seriousness, or a splash of personality—color can characterize these in any design.“One can speak poetry just by arranging colors well.”—Vincent Van GoghBuilding on these concepts, this article will explore monochromatic color palettes and how to maximize the use of a monochromatic color scheme in your designs.What are monochromatic colors?When you break down the term “monochrome” to its Greek roots, you get:Monos = “one”Khroma = “color”One color can have many variations. Monochrome colors are all the varieties of a single hue—the tints, shades, and tones.A monochromatic color scheme will range between lighter, darker, and more or less saturated versions of the base color or hue.“Monochrome means one color, so in relation to art, a monochrome artwork is one that includes only one color.”—Tate Art MuseumCohesive brand identity: Monochromatic color schemes bind a color scheme together. By using different shades, tints, or tones of a single color, brands can create a recognizable and unified look across all their assets, from the company logo to marketing materials.Balance: Monochromatic colors bring a balanced appearance, reducing the risk of clashing hues. This uniformity helps create a seamless visual experience and can make designs appear more polished and sophisticated.Visual communication: A monochromatic palette can direct attention to the key elements of a design without distraction. By limiting the color palette, designers can ensure that important features, such as typography or imagery, stand out and remain the focal point.Simplicity: Monochromatic designs exude simplicity and elegance, making them suitable for high-end and luxury brands. The restrained use of color can evoke a sense of refinement and sophistication.Monochromatic color schemes have a long history in graphic design. They're often associated with minimalist and modern aesthetics. Early modernist movements like Bauhaus often used monochromatic color schemes to emphasize form and function.Today, brands leverage the power of monochromatic palettes to reinforce their visual identity and convey specific but coherent messages.For example, tech companies often use a single color in various shades to project a clean, professional image. Fashion brands might use monochromatic schemes to evoke elegance and sophistication.Designing with a monochromatic color palette requires practice, experimentation, and an understanding of color theory. Here's what you need to consider:Depth and dimension: Place different tints, shades, and tones of your base color next to each other to create a sense of depth and dimension.Contrast: Contrast is important within a monochromatic scheme. Use contrasting shades to emphasize elements and create focal points.Texture and pattern: Monochromatic designs benefit from the use of textures and patterns. These can break up the color field and add visual interest.White and black: Don't underestimate the power of white and black. Skillfully incorporating white and black into your designs can help create sharp contrasts, add clarity, and make your monochromatic designs pop.These color schemes can shape a person's emotional responses and perceptions of a design and create a particular atmosphere.“Color plays an important role in creating high-impact designs. Regardless of the context, be it graphic design or the design of spaces, objects, or complete experiences, color is the primary tool for designers to capture and guide the user's attention while evoking emotional responses. I employ the 60-30-10 color proportion rule, where I designate a primary color (60%) to serve as the “canvas” for highlighting the complementary (30%) and accent (10%) colors.” - Nastya Kuliáбина, Designer and MarketerSo you've decided to use a monochromatic color palette for your design. But which hue must you choose for the base color?Remember that the rest of your color palette will be a variation of the base color, so it's important that the hue you decide on is on-brand, “on fleek,” or communicates the right message.It depends on your communication objectives and the intended audience. For example, if you're working on a creative project for a personal brand, you could choose your client's favorite color and play with the shades and tones.If you're creating graphic design or illustrations for a brand, you should make the color selection based on the brand's corporate identity. Choose a memorable color that stands out to make a statement.Monitor color trends and consider their meanings. For instance, using green conveys the message of health, sustainability, and caring for the environment.Get Instagram post templateGet Podcast cover templateMonochromatic schemes usually consist of three to seven color variations in your one-color palette, with darker shades, lighter tints, and duller tones of the original color. By using just one hue, you can create a balanced design.Let's quickly review color terminology:Hue: the base color, which is the primary shade the palette is built around.Tints: lighter versions of the hue created by adding white.Shades: darker versions made by adding black to your base color.Tones: mixing the hue with gray creates tones and adds complexity and depth without changing the color identity.Even small tone, tint, or shade changes can impact how a color is perceived. Contrary to what you might expect, cool colors often look brighter when paired with warm pastels. This effect can be beneficial when creating contrast within a limited palette.Here are some basic steps to put together a monochromatic color palette:Start with a base color like yellow.Create tints by adding white to your base yellow. This will result in lighter shades.Create shades by adding black to your base yellow. This will give you darker variations.Mix the base yellow with gray to create more muted tones.Add your chosen colors as swatches to make it easy to work with them.Example monochromatic color paletteBase yellow: Lemon yellow (#FFFF70)Tint: Pastel yellow (#FFFF99)Shade: Goldenrod (#DAA520)Tone: Olive yellow (#BDB76B)Lemon Yellow, Pastel Yellow, Goldenrod, and Olive Yellow monochromatic color schemeYour initial chosen color can be primary or secondary. You can also choose a tertiary color. There's no limit to your color selection as long as it's a hue that you can alter by adding a range of tints, shades, and tones.Our advice? Don't start with a tint, shade, or tone as a base color because doing so will limit your color palette.It's always good to start any design project by experimenting. Digital graphic design tools like Linearity Curve make it easy to experiment and create a palette, simplifying the design process.Watch the video below to learn how to create a digital color palette using Linearity's (formerly Vectornator) design platform.3. Make your image irresistible!There's beauty in simplicity, and monochromatic images are definitely beautiful. The illustration below takes one intense color found in the night sky and uses it to create an entire landscape—with a little help from a contrasting white brushstroke.Image source: Artful Home!The designer used a range of purple tones to bring depth to the artwork by creating the illusion of shadow and silhouette. Contrasted with lighter shades of blue, the monochrome image is dynamic, using only a single base color.“I always try to find an exact color or color combination to convey a visual message in the most effective way, or sometimes color helps to immerse the viewer or user in the context even deeper.”—Nastassia Rybak, Graphic Designer4. Play with grayscaleAn all-gray design doesn't have to be drab. There are many ways to incorporate grayscale into modern designs.This approach, known as an achromatic color scheme, means it lacks color and is purely made of shades and tones. Achromacy and monochromacy are often seen in minimalist designs, creating visual harmony in various design settings.For a more dynamic look, consider combining an achromatic theme with a pop of color for a strong visual statement.Graphic designer Ramius Aquilar plays with monochrome in grayscale by combining a pop of yellow. Bright and expressive colors contrasted against gray work beautifully together to draw the viewer's attention to where he wants it to be.Grayscale can be cool, classy, and simple. There are more variations than you'd imagine. You could add an undertone of beige, yellow, or red to create variations of warmer grays or diversify your color options with a sharp contrast between black and white.Going grayscale can be a good option for print projects, as black-and-white printing is much simpler and more affordable.5. Add texturesYou can create an entire design in just one color by playing with texture or creating the illusion of texture with contrasting lighter and darker colors.Think of embossing, relief engraving, and repeating patterns. Think in 3D. There are many ways to make an interesting image—even one with a limited color palette.Monochromatic color scheme examples for inspirationBrand identity designMonochromatic design is perfect for creating visual cohesion. Many design elements make up a brand's visual identity, and color plays a significant role in defining the brand.When choosing the primary brand color, you'll start where anything in marketing starts—knowing your audience. Choose a color that resonates with the intended audience and communicates what the brand stands for.Applying a monochrome technique to brand identity effectively creates unity. It'll make designing anything for the brand much easier going forward, as all the colors have already been added to the palette.Vibrant, bold designsIn a monochromatic scheme, you can have fun with bold colors such as neon or red.The benefit of incorporating lighter tints and darker shades of a striking, bold color into a design is that you can make a statement without the design being overwhelming or too bright.The variety of shades and tints helps balanced older colors, making your bright base hue an accent color.Calm, muted designsNeutral tones in a monochrome design exude timeless style. This color scheme works well for lifestyle brands and high-end products.A neutral color palette keeps your design simple, bringing peace and connection to nature. Various shades of beige and brown are gentle and calming, especially when combined with white. Darker shades of neutrals can also be used to create a warm ambiance.Packaging that popsMonochrome color schemes have been used for some inspiring packaging designs. This technique works particularly well when packaging products that come in a set. Each item can be differentiated by having its own variation from the color palette, as seen below.With Linearity, you can easily create packaging designs with a monochrome design in grayscale. The benefit of this? You can keep printing costs low.UX/UI designColor is used as a communication technique in UX/UI design.Variations of a single color can be used to show relationships between elements (for instance, subscribe or log-in buttons) or differentiate segments on an interface. In the example below, variations of orange communicate degrees of temperature.You can use color to communicate cleverly and create an easy and pleasant user experience.A monochrome palette is the perfect solution for honing the beauty of simplicity.Limiting your range of colors simplifies the design process, as you don't need to combine different colors to please the eye. Monochrome colors always look good together.Even a bright and vibrant monochrome scheme is simple because there's no stark variation in color. It offers a sense of unity that's inherently uncomplicated and effortless.Monochromatic color photographyHue got this: start creating color palettes!There are many ways to harness monochrome design. Think: Baby pink for a bubblegum brand, grayscale with a bright blue accent color, or a range of dark shades in green to create a moody illustration.You can improve your visual communication by experimenting with monochromatic colors using photography, post-processing a color image, or using a digital design tool to create a unique monochromatic color scheme.Ready to try fresh, innovative design software for your next project sprint? Linearity Curve is powerful and easy to learn. Get started for free below or check out our special pricing for pros, teams, and education.Frequently asked questionsNo, a monochromatic color scheme doesn't only include black and white. While black and white are considered monochrome, a monochromatic color scheme in graphic design refers to a palette derived from a single base hue and extends to its shades, tints, and tones.Use a monochromatic color scheme to create a sense of harmony, unity, and coherence in your design. This can lead to a cleaner, more elegant, and visually appealing design. Monochromatic designs can also effectively convey a message or mood.It can help establish a strong brand identity, as consistent use of specific colors helps customers recognize and remember your brand.Yes. A monochromatic color scheme can produce a dynamic and visually engaging design despite using just one base hue.You can achieve this by varying the shades, tints, and tones, and using patterns, textures, and contrast to add depth and interest.Most graphic design software, such as Linearity Curve, Adobe Illustrator, and Photoshop, allow you to create monochromatic designs easily.They offer tools for choosing color schemes based on a single hue and advanced color manipulation features to create shades, tints, and tones of your chosen color.The base color for your design depends on the message or emotion you want to convey.For instance, blue might convey trust and calm, red for passion or urgency, and green for growth or tranquility. Consider color psychology theory and the cultural significance of colors when choosing your base color.Yes. Using different saturations of the same hue is one way to create variety in a monochromatic color scheme. Varying the saturation creates lighter (less saturated) or more vibrant (more saturated) versions of the base color, giving you a broad palette to work with. Color Theory BasicsMonochromatic vs. Analogous ColorsInterior DesignFashionDigital ArtChoosing a Base ColorUsing Color ToolsPantone Color GuideBalancing ColorsAdding Texture and PatternsIncorporating NeutralsWhen it comes to color schemes, one of the most versatile and visually pleasing options is monochromatic colors. Whether you're decorating a room, designing a website, or creating a stylish outfit, understanding what monochromatic colors are can help you achieve a cohesive and harmonious look. In this blog, we'll explore the concept of monochromatic colors, offer examples of monochromatic color schemes, and provide tips for creating your own stunning monochromatic designs.Defining Monochromatic ColorsIn this section, we'll look at the basics of color theory, the difference between monochromatic and analogous colors, and what makes monochromatic colors unique.Color Theory BasicsColor theory is the study of how colors interact and influence our perception and emotions. Key concepts in color theory include:Hue: The basic color, such as red, blue, or yellow.Tints: Lighter versions of a hue, created by adding white.Shades: Darker versions of a hue, created by adding black.Tones: Variations of a hue, created by adding gray.Now that we have a basic understanding of color theory, let's see how it applies to monochromatic colors.Monochromatic vs. Analogous ColorsMonochromatic colors are all the tints, shades, and tones of a single hue. By using different variations of one color, you can create a harmonious and visually appealing design. On the other hand, analogous colors are a group of colors that are closely related in hue. They sit next to each other on the color wheel, such as red, orange, and yellow, for example. While analogous colors can also create a harmonious look, they often lack the depth and contrast found in monochromatic color schemes.So, what are monochromatic colors? They are the tints, shades, and tones of a single hue, which can be used to create visually pleasing and harmonious designs with a sense of depth and contrast.Examples of Monochromatic Color SchemesMonochromatic color schemes can be found in various aspects of our daily lives, such as interior design, fashion, and digital art. Let's explore each of these areas to see how monochromatic colors can create stunning results.Interior DesignMonochromatic color schemes are a popular choice for interior design because they create a sense of unity and harmony within a space. For example, a living room with various shades of blue can create a calming and tranquil atmosphere. Similarly, a bedroom with different tones of green can evoke a sense of relaxation and serenity. By using monochromatic colors, you can create a cohesive and stylish look in any room of your home.FashionIn the world of fashion, monochromatic outfits are a timeless and sophisticated choice. Think of the classic all-black ensemble, which can be both elegant and edgy. By using various shades and tones of a single color, you can create depth and interest in your outfit while maintaining a cohesive and polished look. Monochromatic colors are also an excellent choice for accessories, such as bags, shoes, and jewelry, as they can easily complement your outfit without overwhelming it.Digital ArtMonochromatic color schemes are a popular choice among digital artists, as they can help create a sense of mood and atmosphere in a design. For example, a website with a monochromatic blue color scheme might evoke feelings of trust and professionalism, while a video game with a monochromatic red palette could convey a sense of danger and excitement. By using monochromatic colors in digital art, artists can create visually striking and emotionally evocative designs.Creating Your Own Monochromatic Color SchemeNow that you have seen examples of monochromatic color schemes in various contexts, you might be wondering how to create your own. Here are some steps and tools to help you choose a base color and create a cohesive monochromatic color scheme.Choosing a Base ColorThe first step in creating a monochromatic color scheme is selecting a base color. This color will be the foundation of your design, and all other shades, tints, and tones will be derived from it. When choosing a base color, consider the mood you want to evoke and the context you're working in. For example, if you're designing a website, you might want to choose a color that represents your brand or the purpose of the site. Remember, different colors can evoke different emotions, so choose wisely!Once you've chosen a base color, you can use various color tools to help you generate a range of shades, tints, and tones. Some popular online color tools include Adobe Color, Coolers, and Paletton. These tools allow you to input your base color and generate a monochromatic color scheme automatically. You can then adjust the colors as needed to achieve the desired look. By using color tools, you can ensure that your monochromatic colors work well together and create a cohesive design.Pantone Color GuideFor those working with physical materials, such as paint or fabric, the Pantone Color Guide can be an invaluable resource. This guide provides a standardized system for identifying and matching colors across various mediums. By using the Pantone Color Guide, you can ensure that your monochromatic colors are consistent and accurate, whether you're working on a painting, a fashion design, or an interior space.Tips for Working with Monochromatic ColorsCreating a monochromatic color scheme is just the beginning. To truly master the art of working with monochromatic colors, you'll need to consider balance, texture, and the use of neutrals. Here are some tips to help you get the most out of your monochromatic designs.Balancing ColorsWhen working with monochromatic colors, it's important to balance the different shades, tints, and tones to create a harmonious design. This means not using too much of a single color or overwhelming the design with too many dark or light shades. A good rule of thumb is to use a mix of light, medium, and dark colors to create contrast and visual interest. By doing so, you will prevent your design from looking flat or dull.Adding Texture and PatternsOne of the challenges of working with monochromatic colors is that the design can sometimes appear monotonous or lack visual interest. To combat this, consider incorporating texture and patterns into your design. This can be done by using different materials, such as fabrics, metals, or wood, or by incorporating patterns like stripes, polka dots, or geometric shapes. By adding texture and patterns, you can create depth and keep your design from feeling too one-dimensional.Incorporating NeutralsWhile monochromatic designs primarily focus on a single color, that doesn't mean you can't use neutrals like black, white, and gray to enhance your design. Neutrals can help create contrast, break up the monotony of a single color, and provide a backdrop for your monochromatic colors to shine. By incorporating neutrals into your design, you can create a more balanced and visually appealing result.In conclusion, understanding what monochromatic colors are and how to use them effectively can help you create stunning designs in a variety of contexts. By choosing the right base color, using color tools and resources like the Pantone Color Guide, and incorporating balance, texture, and neutrals, you can create a visually appealing design that showcases the power and beauty of monochromatic colors.If you found this blog post interesting and want to dive deeper into the world of colors, don't miss the workshop 'Intro to Colour Theory' by Matt Herbert. This workshop will provide you with essential knowledge and understanding of color theory, and help you master the art of using colors in your creative projects. In today's article, you'll learn how to master monochromatic colors, one of the richest color schemes. Monochromatic color combinations often get a bad rap for being boring or overly simple. But when used well, monochromatic colors can pack a huge visual punch. In this post, we'll discuss what monochrome colors are, the benefits of monochromatic color schemes, how to use these color schemes effectively, and how to create a monochromatic color palette. In color theory, color harmony refers to eye-pleasing and harmonious color combinations. The main seven color harmonies are: Complementary colors: pairs of colors that are positioned on opposite ends of the color wheel.Split-complementary colors: one primary hue and two hues adjacent to that primary color's complement.Analogous colors: three hues, all positioned next to each other on the color wheel.Triadic colors: three colors evenly spaced on the color wheel.Tetradic colors: a base color and three more colors, all equidistant from the base color on the color wheel.Square colors: four colors spaced evenly around the color wheel.Monochromatic color schemes: the rich color scheme we'll talk about in today's article. People tend to assume monochromatic color schemes only consist of a single hue in the same shade, but that's incorrect. Monochromatic color schemes use a single base hue and extend the color scheme by using different shades, tones, and tints of that color family. Monochromatic color wheel Instead of resulting in a flat, lifeless look (like you would if you were to only use a single shade of the same color throughout), monochromatic color schemes can be deceptively complex and rich. Before we dive into monochromatic schemes, it's essential to have a certain understanding of color. Let's begin with the color wheel. The 17th-century color wheel (color circle) created by Sir Isaac Newton is the base for all color combinations we know today. It was made of the seven colors of the rainbow, but it was later improved and adjusted to 12 colors. These 12 colors are divided into three types of hues as follows: Three primary colors: red, yellow, and blue. Three secondary colors, which are made by mixing two primary ones: green, orange, and purple. And six tertiary colors, which are made by mixing a primary and a secondary hue: red-orange, yellow-orange, red-purple, blue-purple, blue-green, and yellow-green. However, according to the RGB color wheel, these are circle colors: Three primary colors: red, green, and blue. Three secondary colors: yellow, magenta, and cyan. And six tertiary colors: orange, rose, purple, azure, spring green, and green-yellow. Knowing these hues can help you pick the right colors for your design, which you can do by using an online tool too. While there are plenty of tools online to help you create a monochromatic color scheme, all you really need to create a perfect monochromatic color palette is a single hue and white, gray, and black to mix with it. Hue: This is the single base color the rest of your color scheme hinges on.Tint: Lighten your base hue by adding white to it.Tone: Adjust the saturation and intensity of your base hue by mixing it with gray. This can create a more diffuse tone.Shade: Adjust the shade of your base hue by adding black to it. You can create a nearly endless palette from a single hue by adjusting how much white, gray, and black you add to the single color. With just a bit of experimentation, you'll find a monochromatic color scheme that can actually include a huge range of options. If you're designing a logo or product for a company, most of the time your base color will already be chosen for you. But if you're decorating a room or completing an art project, you might have the entire color wheel to choose from. Your decision could be based on pure preference—your favorite color. You can even choose a neutral color as your base color, which is a safer option for beginners. However, you might consider narrowing your search down to either warm or cool tones, depending on what feeling you're trying to evoke. When in doubt, look at the color wheel. Also, remember that setting matters. If you're choosing the base color to paint the walls of a small room with little daylight, consider a lighter base color to brighten the room and help it appear larger. A dark shade or overly saturated base color across a wide expanse can feel overwhelming. Any color enthusiast knows different colors make us feel different things. Warm tones tend to energize and invigorate, but can be overwhelming or stressful to look at depending on how they're used. Cool colors tend to be soothing and relaxing but can feel flat and lifeless if used poorly. When you're working with a monochromatic palette, that adds extra weight to the temperature of the color you're working with. Carefully consider what feelings you're trying to evoke and let that purpose guide you in your choice. Contrary to popular belief, monochromatic color schemes can be extremely eye-catching. A mural comprised entirely of green shades, for example, would stand out quite a bit from surrounding gray buildings. And since there's only one hue to choose from, it's hard to mess up. A classic monochromatic logo Since colors carry a lot of meaning, some companies often gravitate toward monochromatic color schemes. A sustainable makeup brand, for instance, might use a monochromatic green color palette on their website to effectively convey the philosophy behind their products. An ocean-focused nonprofit organization might use an all-blue logo to immediately associate its logo with water and nature. Monochromatic palettes can be especially effective for web design, keeping the focus on the content of the website or on the desired design elements. With only one hue, there's little distraction from other elements of the website's design. When used correctly, monochromatic color palettes can evoke an air of sophistication. That's why it's often used to adorn products for clients with discerning tastes. In interior decorating, monochromatic spaces can evoke specific emotions extremely effectively. A therapist might adorn their entire office in shades of blue to encourage their patients to feel calm and welcome. After all, most blue shades are quite relaxing colors. On the other hand, a candle shop for spell casting might use many objects in the most inspiring shades of purple to evoke the right feelings of wisdom and spirituality. Positive and bold people might decorate their entire living room in shades of orange to evoke positivity and spontaneity. Use these tricks to make the most of your monochromatic color scheme: Monochromatic color schemes don't have to be synonymous with “boring” or “plain,” but when used poorly, they can veer into that territory. When you choose to use a monochromatic color scheme, know why you're going in that direction. Be careful to add enough variation in the shades and tones of a monochromatic design. This adds visual interest, but it also prevents the individual components of your project from blending together and being hard to read. Monochromatic colors are excellent if you're working in a small space (whether that be when decorating a small room or working with a small canvas) or making the most of limited options. A prime example of this is if you're completing an art project and find yourself with only one hue to work with. Just because you're sticking to one hue doesn't mean you can't use patterns or textures. When you only have one hue, that means you can let contrast and other visual elements take center stage in ways you can't get away with if you have more colors to complicate things. Embrace the opportunity and use these contrast in an accent color, for example. The design will shine. Monochromatic color schemes carry many benefits across fields, from graphic design to interior decorating: Support brand recognitionGive a cohesive lookEasy to create memorable color schemes that are pleasing to the eyeEasy to “read” because there's only one hue for viewers to processSleekStrong sense of visual cohesionHarmonious Based on all tips and advice shared in this article, we'll briefly cover how you can create your own monochromatic color scheme. Regardless of the color scheme, all designs begin with one color, one hue. From there, you have to make color adjustments to achieve the look you want and bring your message across. To achieve that, many designers work in the HSB color system, which stands for hue-saturation-brightness. By adjusting the hue, well, you'll change the color. E.g., blue, red, or yellow. By adjusting the saturation, you'll change the richness of the color. E.g., a less saturated blue gives you a muted tone of blue. In contrast, more saturation gives you a bright blue. Lastly, by adjusting the brightness, you'll change how the color will look, depending on the saturation—lighter or darker. For a monochromatic color palette, however, you only need to adjust the brightness. The key color we'll use for this example is #42B2BD (maximum blue-green), one of my favorite shades of blue. However, if you're picking a color for a brand, logo, or professional design, you can't simply pick your favorite color. We recommend you get familiarized with the meaning of the colors before making that decision. Also, many times this color will be given. Next, we'll create multiple samples of this hue, so that we can adjust the brightness value by 10 multiple times. You could have used other values, but 10 was the best for simplicity reasons. In the example below, we sorted the colors from the least bright to the brightest so that it's easier to visualize and compare them. Create different samples of your color, and for each sample, adjust the brightness value by 10 Now we have ten variations to play with, but, for this project, we only need three colors. You could use more, there are no hard rules for how many you should choose, but three is usually a good number. Further out, we selected three colors with very distinct brightness values so the final design has enough contrast not only for appealing reasons but also for accessibility ones. Choose three colors with enough contrast The example below is made of only one hue, blue-green, but in different brightnesses, and it's eye-pleasing and harmonious. For accessibility reasons, we used the darker blue for the text and subheadings, the medium blue (the original color) for call-to-actions, and the lightest blue for accents. Note how the colors are balanced and nicely distributed. To achieve this look we used the 60-30-10 formula and the result is a harmonic design where the colors meet the brand's needs and tone while drawing attention to the right elements. Apply the monochromatic color scheme to your design Remember, when applying your color palette to a design, you want to use colors strategically, so they won't overwhelm your clients/audience and will draw attention to what you want them to do, whether that's a “sign-up,” “buy,” or “click here” button. Whether you're an artist who works with color day in and day out, a designer who needs to feel comfortable assembling one-color palettes or simply want to improve your eye for color, start by keeping an eye out for monochromatic colors in the world around you. If you find yourself in a position where a monochromatic palette works best, don't fret. Instead, take careful steps to make sure your design still packs a punch and delivers visual interest. Did you enjoy this article about monochromatic colors? Then share it with a friend who might also like it.