



How To Create A Custom Color Palette

This guide will show you how to create a custom color palette that you can use as a blueprint for creating a mix-and-match wardrobe that you LOVE.



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Introduction

Dear reader,

It is a lot of fun to play with color. You may love color as much as I do. I study it on a daily basis. The idea of pulling color into your wardrobe is exciting! And it can also be overwhelming.

Do either of these scenarios describe your wardrobe?

Scenario one: your wardrobe consists of mostly black and a couple items of color that you rarely wear.

Scenario two: your wardrobe consists of several colors, but the items are one-offs. Meaning, they only have a neutral to pair them with or they only create one outfit. Plus, you only wear about 20% of the many items you have, most of the time. The rest were fun to buy but are rarely worn.

Or maybe you're somewhere in between?

No matter how you describe your wardrobe now, my goal is to help you create a wardrobe of clothes and colors that all work together in fun and stylish ways. A collection of clothes and colors that expresses who you are. Getting dressed should be fun and creative!

Wearing colors in new ways can be a little scary. We can be so worried about what other people may think that we tend to revert back to what we've always worn.

Don't be afraid to stand out and let your creative spirit shine. Be true to you. Choosing certain colors and combinations can help you express your truth.

I've broken this book into small chunks of information. Each chapter building on the previous concept. You'll first learn how to create individual outfits with color. Then, we'll pull it all together to create a color palette that will become your blueprint for shopping and mixing and matching.

I challenge you to try something new. Add in a color you wouldn't normally have done based on what you learn. See how it makes you feel. Play. Experiment. Have fun.

Your closet is your canvas and your clothes and accessories are your paint. Be as creative as you want and express who you truly are.

HUGS

Jen Thoden

Ratio

There is a magic ratio to consider when pulling your colors together. 50:50 is easy and it's what most people do.

Wearing a pink sweater with jeans is a 50:50 outfit. There's nothing wrong with this but you can do better.

For a more stylish and interesting outfit, aim for three colors, unless you're wearing a monochromatic color scheme.

You will have one main color. That main color should take up at least 60% of your outfit. The second and third colors are considered accents.

For example, let's say you have a red blouse and you want the red to be the main color of the outfit.



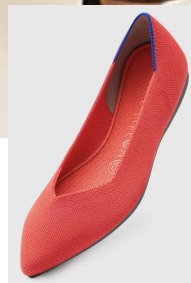
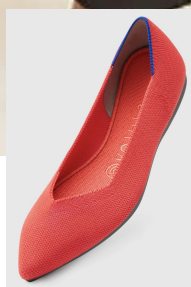
Adding black pants and shoes is an easy pairing but it makes the black become the main color. It is over 60% of the outfit instead of the red top.

You can leave it as is, or you can make some changes to make the red the main color of the outfit.



Adding in red shoes and a red bag will tip the balance back to the red being the main color.

This outfit is already more interesting than the first one.



Now, for the creative part!

Using the skills you'll learn in the color combination section of this book, you can add in a third color.

When you wear the lavender trench coat, the lavender becomes the main color. The black and red become accents.

When the coat is off, you're back to the red as the main color.

You could even try a red jacket to focus on the red.

There are tons of ways to mix things up and wear your colors. This is just one example of how to use the ratio of 60% main color plus 2 accent colors.



How To Create Stylish Color Combos

In this chapter, I'm going to show you how to use the color wheel to create stylish color combinations. Sure, you could wear a color with a neutral, but where's the fun in that? My goal is to help you creatively express yourself through color. It's a fun and creative process to play with pairing different colors.

I will show you how to create four stylish color combinations. Each type of combination conveys a different message and energy. For example, if you want to create a bold look, you may choose to play with complementary color combinations.

I give you some examples for each type of color combination to inspire you.

Choose Your Color Wheel

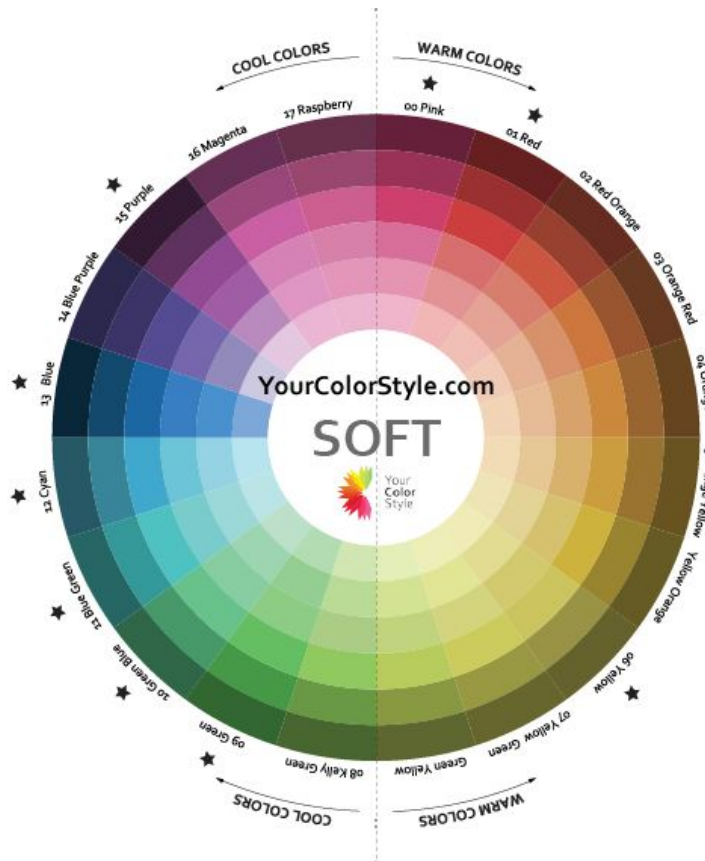
The Color Wheels

In Your Color Style, there are two color wheels. A bright color wheel and a soft color wheel.

The bright color wheel has the clearest and brightest colors in the center ring. Then black is added to darken the colors outward and white is added to lighten the colors inward.



The soft color wheel starts with the colors muted or greyed in the center ring. Then black is added to darken the colors outward and white is added to lighten the colors inward.



When you're creating your color palette, you will be selecting colors from one color wheel. You will not be mixing bright colors with soft muted colors. This is true whether you're creating a color palette for your wardrobe or for an interior color scheme.

You'll want to choose the color wheel that flatters you best. You may know that you look great in brighter colors and soft muted colors are blah on you. If so, you would choose the bright color wheel to work with.

Or you may know that you look better in the softer colors because bright colors seem to be too much. If so, then you would choose the soft color wheel to work with.

If you don't know which color wheel to choose, select the one that you gravitate to. Or, [take my color analysis quiz](#) to help you figure this out. Step 1 of the quiz is all about determining if you wear bright colors or soft colors best.

Once you have decided on your color wheel, you can move on to Step 1 of the Color Combinations.

Step 1

**Choose the main color
of your outfit.**

Example

You have a pink sweater.





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Step 2

**Choose the type of color combo
that expresses your style
statement.**

Color Combinations

Monochromatic = Quiet, Elegant, Sophisticated

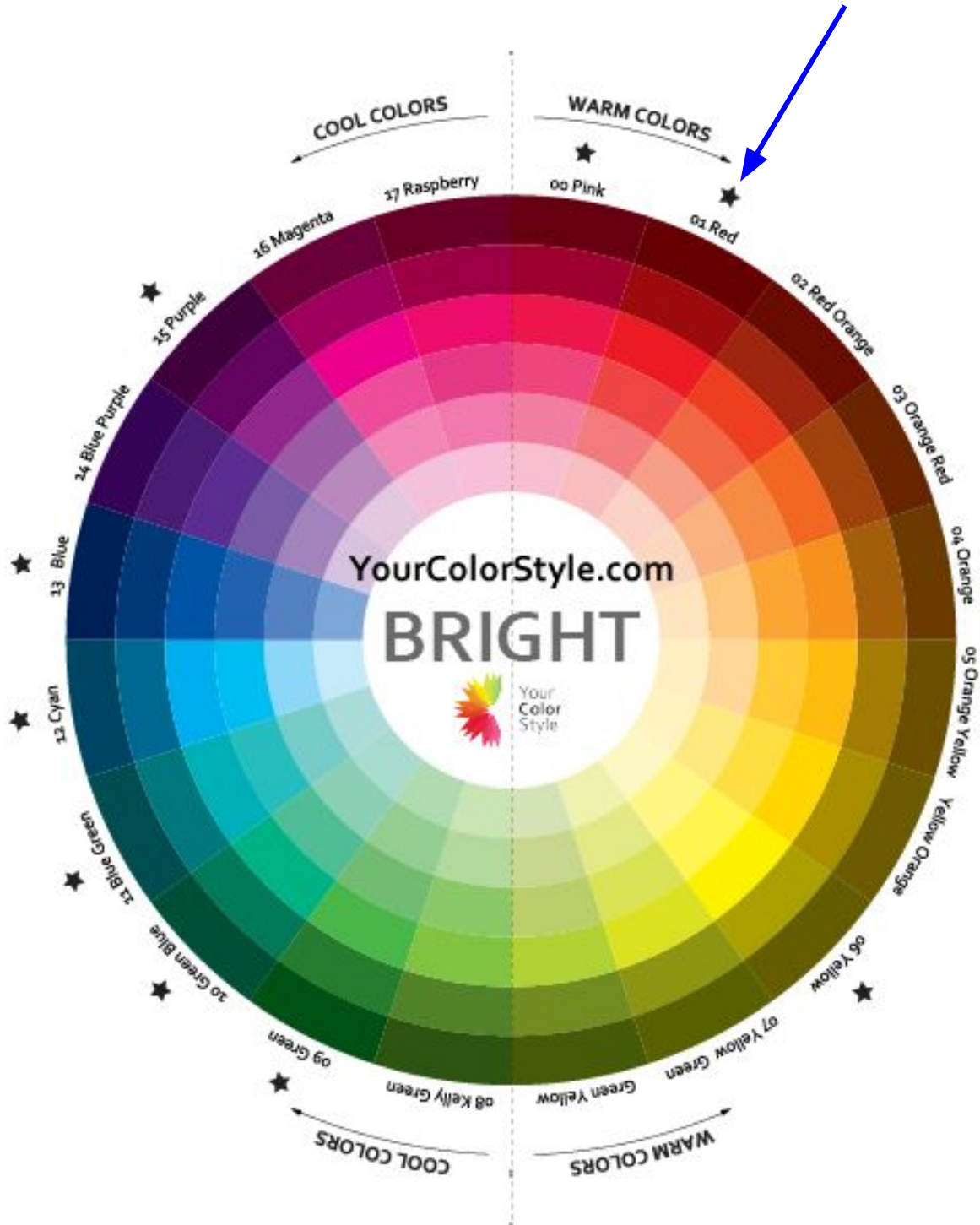
Analogous = Edgy, Trendy

Triad = Fun, Interesting, Stylish

Split Complementary and Complementary = Bold,
Dynamic, Eccentric

Monochromatic

Use the shades and tints of only that color.



Example

Pair your pink sweater with a red skirt or with a pair of pants that are slightly darker than your top.



Example

Here is an outfit I found that demonstrates the Monochromatic color combination perfectly.



Example

Pair your lavender sweater with a pair of lighter purple pants.



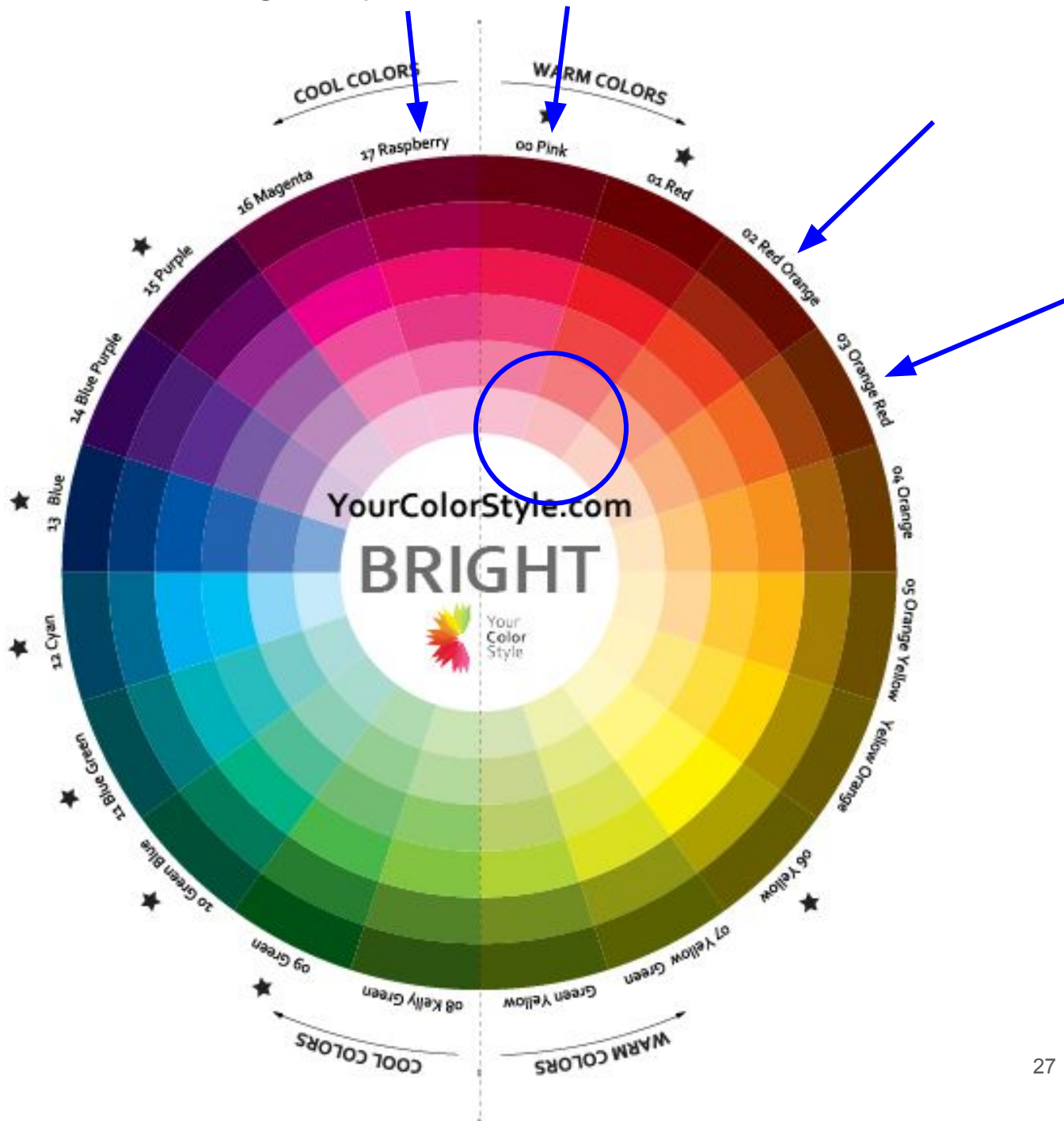
Example

Here is another outfit I found that demonstrates the Monochromatic color combination perfectly.



Analogous

Use the colors that are next to the main color. Go 2 to 3 colors left or right of your main color



Example

Pair your pink sweater with a pair of orange pants or with a pair of peach.



Example

Here is an outfit I found that demonstrates the Analogous color combination perfectly.



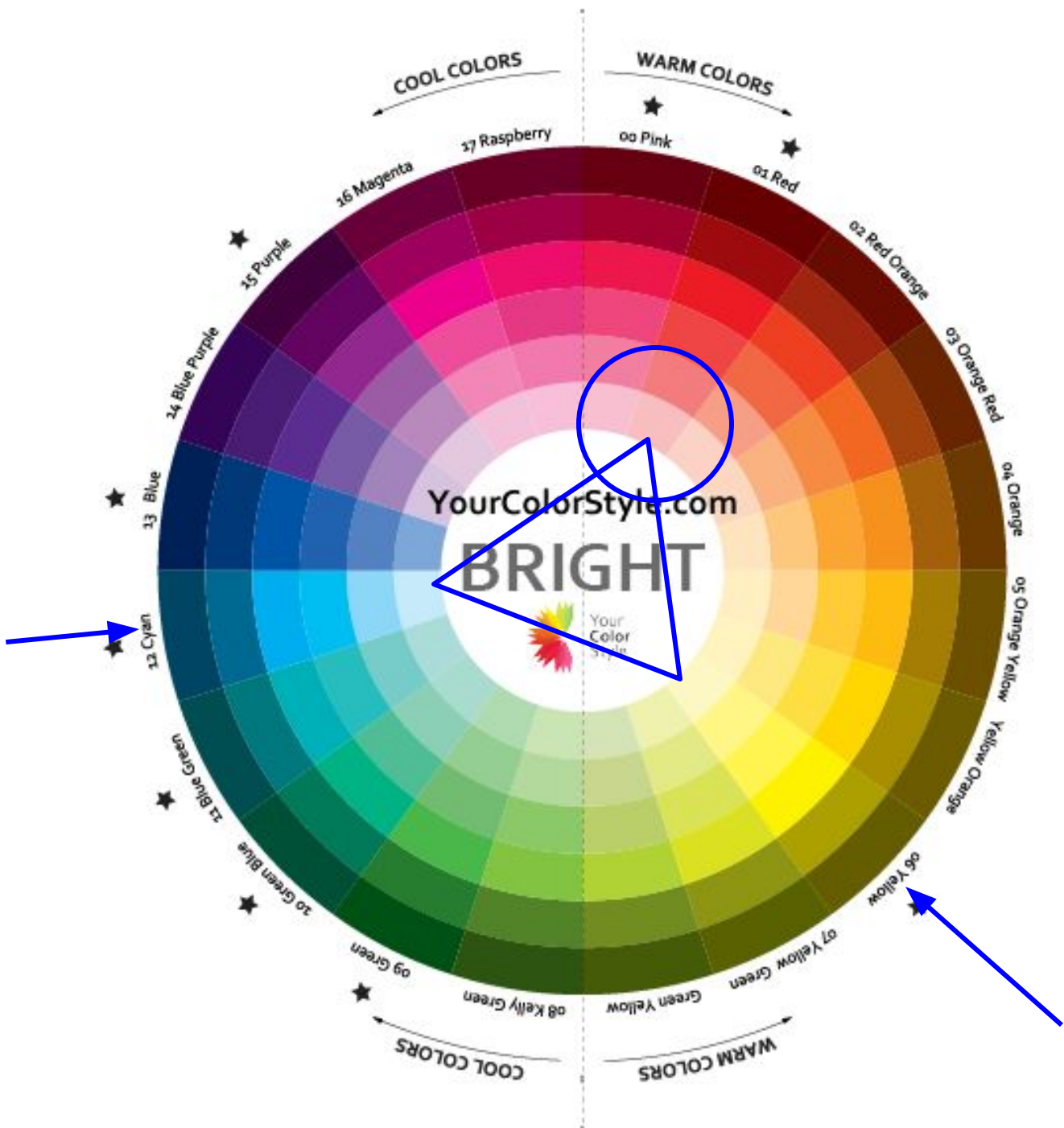
Example

Pair your lavender sweater with a pair of blue-purple pants or with a pair of dusty rose.



Triad

Use the colors that form a triangle with the main color.



Example

Pair your pink sweater with a pale yellow blouse and olive green pants or with a pair of cyan pant.
Pop in a bright yellow bag.



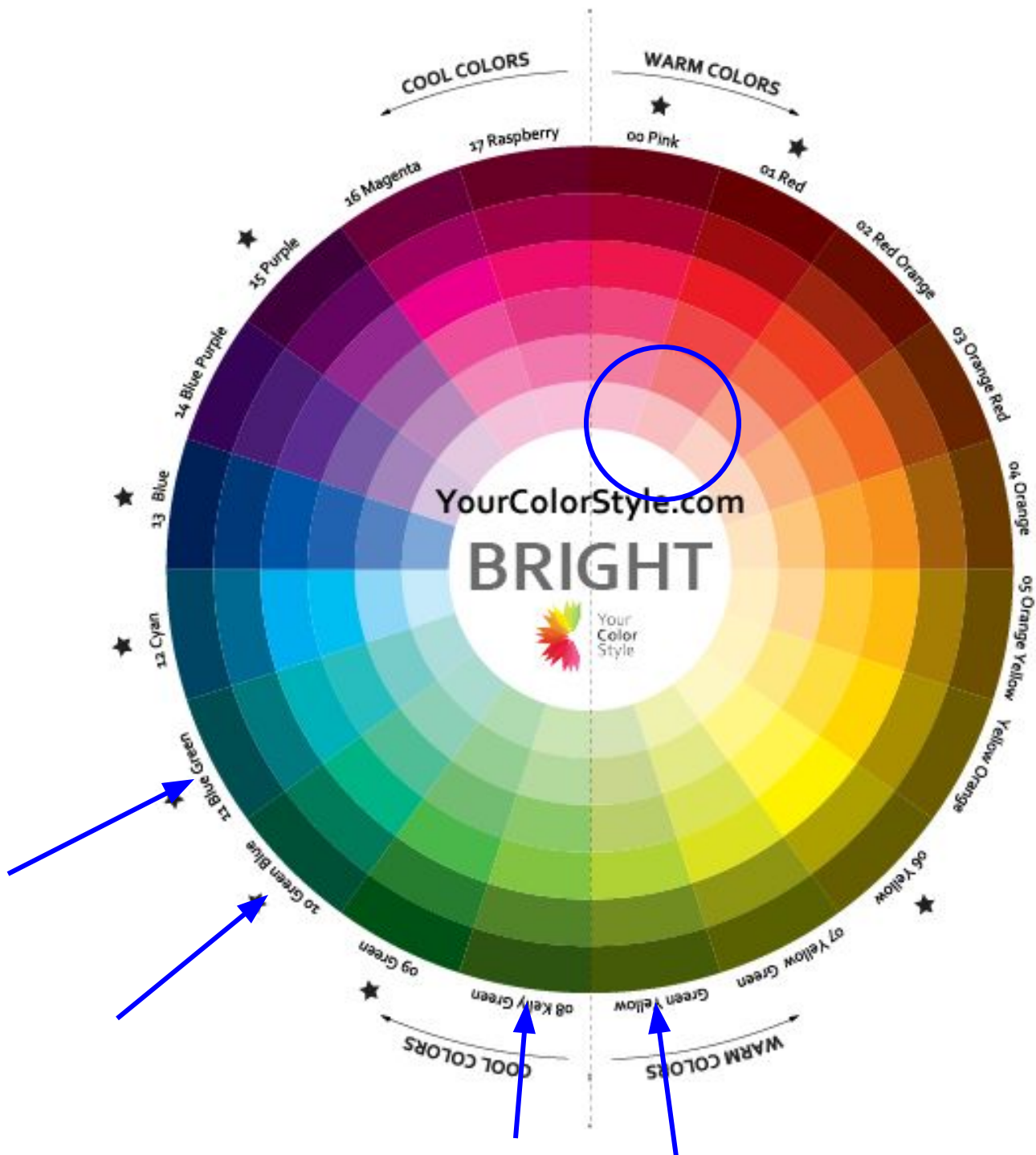
Example

Pair your lavender sweater with green-yellow pants or with a pair of dusty orange pants.



Split Complementary

Use the colors just to the side of the color directly opposite the main color.



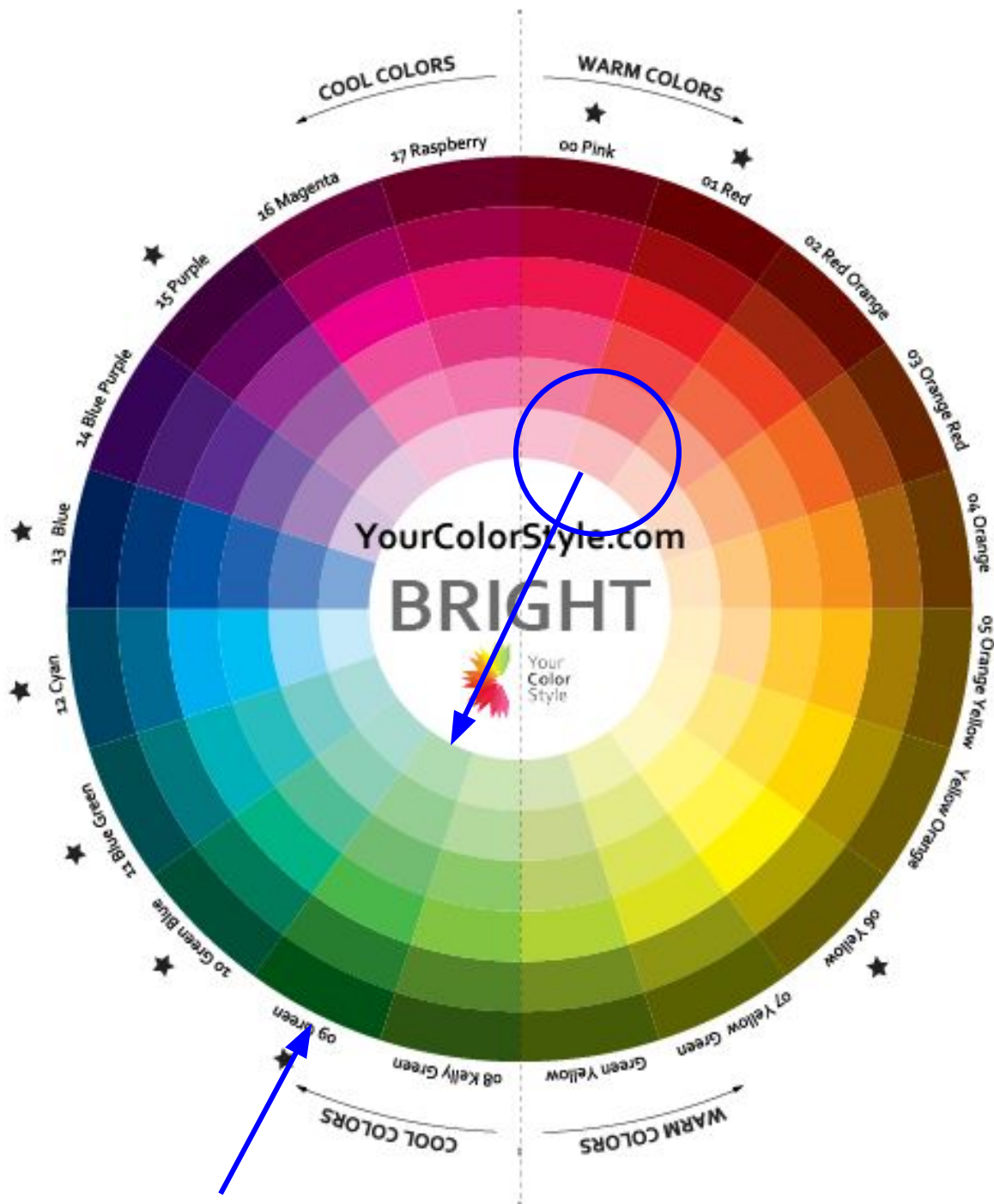
Example

Pair your pink sweater with a yellow-green pair of pants or with a teal tank. Pop in your split complementary color with your monochromatic look.



Complementary

Use the color directly opposite the main color.



Example

Be bold. Pair your pink sweater with a pair of true green pants.



Example

your lavender sweater with a pair of olive green pants or with pale yellow shorts.

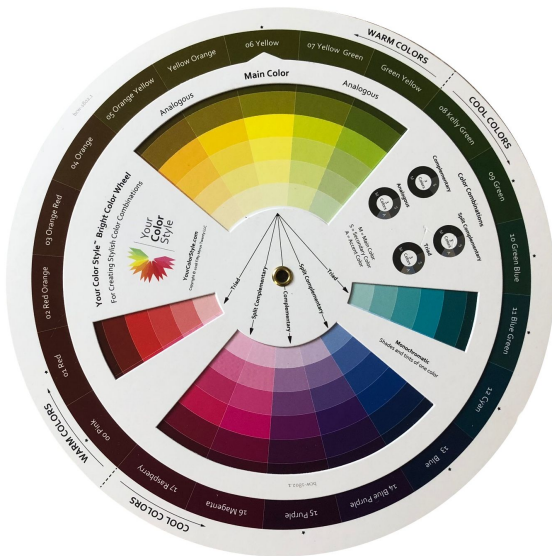


Practice

What types of color combinations can you create with what you have in your closet right now?

Start to think about what colors would be fun to add to your current collection of clothes to create the statement you want.

Get your [Bright](#) or [Soft Color Wheel](#) to help you create different color combinations. It's a great tool to have on hand.



[Bright Color Wheel](#)



[Soft Color Wheel](#)

Creating A Color Palette

Step-by-Step

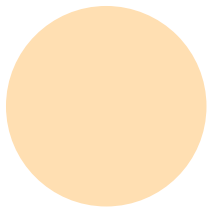
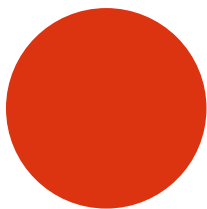
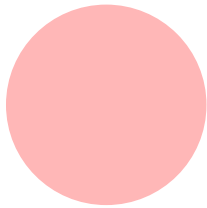
Now that you know the basics of creating color combinations, let's take it a step further and create a complete color palette that you can use to build out your mix-and-match wardrobe.

The best way to show you how to create a color palette is by example. In the following pages, I walk you through creating my spring color palette. You'll quickly get the idea.

On the next page are the general steps you can follow.

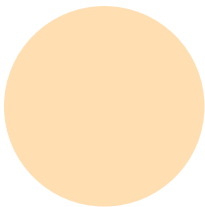
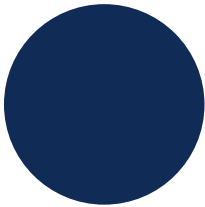
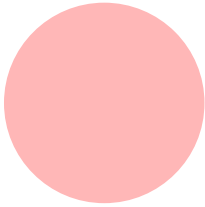
Step 1: Start with one complete outfit that you absolutely love. If you own the outfit, great! Or you can piece it together from magazines or shopping sites. The outfit should include top & bottom or dress, shoes, an accessory (ex. bag) and another layer (ex. jacket).

Step 2: Take note of the colors of this outfit. This is the start of your color palette.

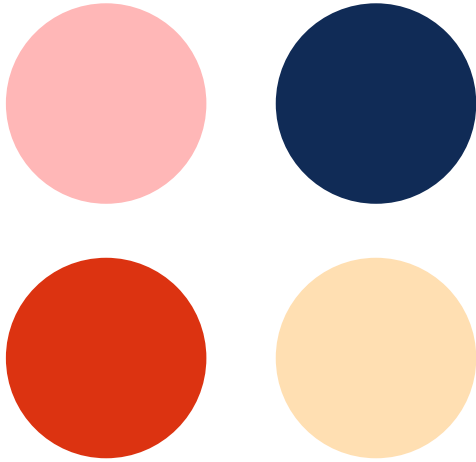


Make sure all the colors are colors you absolutely love to wear.

Step 3: Swap an item out with a different color or pattern based on the color combination rules you learned.



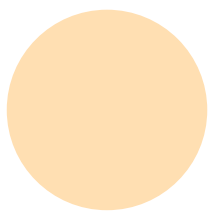
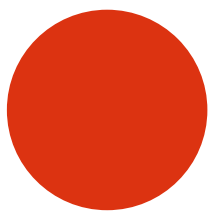
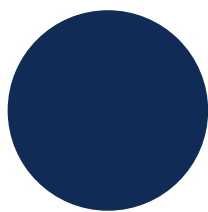
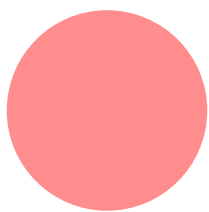
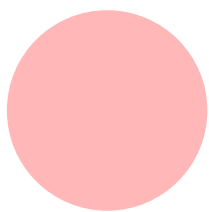
Here's my color palette so far.



Keep playing with
your colors and
different pieces.

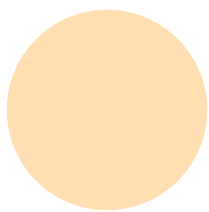
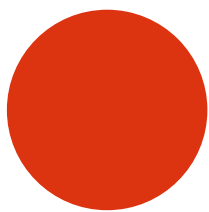
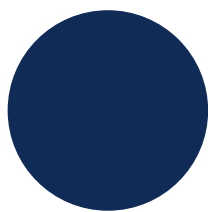
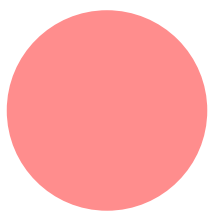
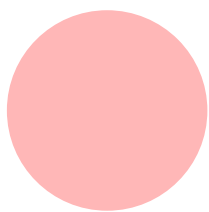
I found a navy blue
sleeveless blouse
in my closet and
represented it here
with the navy
rectangle.





I swapped out the blazer for a coral pink cardigan. I love this color. So, I added it to my color palette. Turns out, it's just a slightly darker version of the light pink.





I love this monochromatic look. I added navy blue flats and then I found this fashion scarf. I love the colors and the red trim.

I could go on for pages and pages. And this process can go on... all the time. This is where you can creatively express who you are.

Is there anything in your closet or drawers that you haven't tried pairing up with another item of clothing? Maybe a scarf in a color that you hadn't thought of before?

Do what I did and take images from clothing sites and start piecing things together. Look for other clothing items in the same colors. Or maybe accessories like a bag, scarf, shoes, bracelets, hats and jewelry.

With the outfits I just created, I could add in a navy blue bag or a red bag. I could find a cream top to go with the red pants and navy skirt. I'll very likely pull in jeans and shorts for the warmer weather. Coral pink bottoms would be a great add. Love me some white sneakers.

Try working with the color palette you have before adding another color. When you do add another color, be sure that new item can help create at least two new outfits.

Most importantly, have fun. This process is for you and only you. If you love it, wear it. Period.

[Join the Your Color Style Facebook group](#) and share your color palette. Inspire others to try something new!

HUGS

Jen Thoden



Your
Color
Style