# 包装装潢色彩构成

Packaging Decoration Color Composition
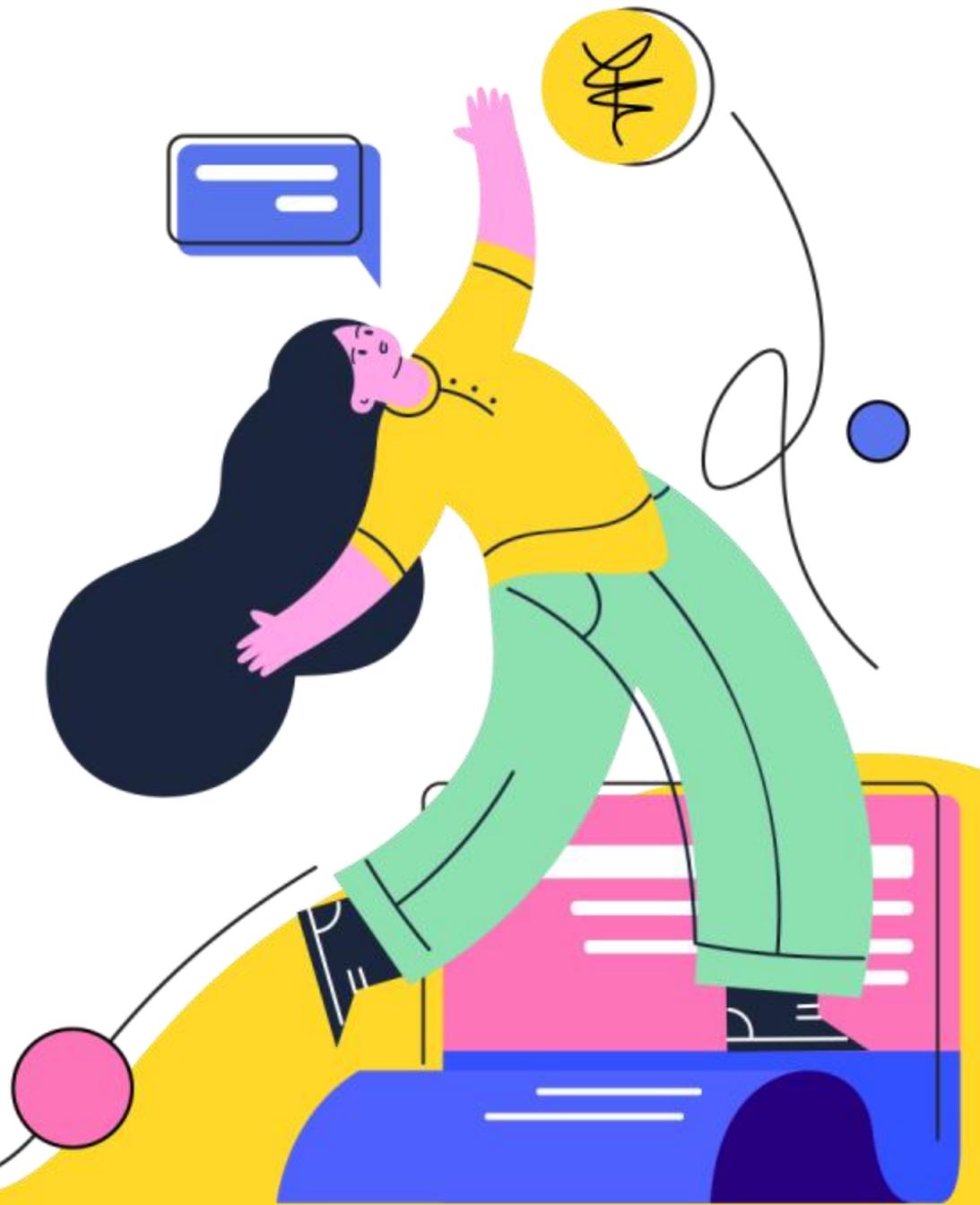
01

色彩是表现商品整体形象中最鲜明、最敏感的视觉要素。

Color is the most distinct and sensitive visual element in presenting the overall image of a product.

2

包装装潢设计通过色彩的象征性和感情性的特征来表现商品的各类特征，由色相、明度、纯度三个基本要素构成的，通过他们形成了六个最基本的色调。

Packaging decoration design express various product characteristics through the symbolic and emotional features of color. These designs are made up of three basic elements: hue, brightness, and purity, resulting in six primary tones.

1、艳调
1．Bright Tone

　　艳调顾名思义就是画面大多是纯度较高的色彩构成的色调，物体反射的光线中以哪种波长占优势来决定的，

As the name suggests, a bright tone consists mainly of high-purity colors. It is determined by which wavelength predominates in the reflected light.

艳调
Bright Tone

不同波长产生不同颜色的感觉，色调是颜色的重要的特征，它决定了颜色本质的根本特征，具有鲜明、刺激、新鲜、活泼、积极、热闹之感觉。

Different wavelengths produce different color perceptions. Tone is a crucial feature of color, defining its fundamental characteristics and evoking feelings of vividness, excitement, freshness, vivacity, and energy.

色彩艳丽阴人注目，常用于儿童食品或用具中。

Vivid colors attract attention and are commonly used in products for children or children's accessories.

1

2

2、灰调
2. Gray Tone

灰调属于中间色，具有孤独、稳重、清极、朴素、无力之感觉。

Gray tones belong to the middle colors and evoke feelings of solitude, steadiness, clarity, simplicity, and weakness.

灰调雅致素净，常用于档次较高的商品。

Gray tones are elegant and simple, often used in high-end products.

三. 冷调
3. Cool Tone

冷调是给人以凉爽感觉的青、蓝、紫色以及由它们构成的色调。冷调清洁冰爽，常用于冷饮饮料中。

Cool tones give a refreshing feeling and include blue, green, purple, and combinations of these colors. Cool tones are clean and refreshing, commonly used in cold beverages.
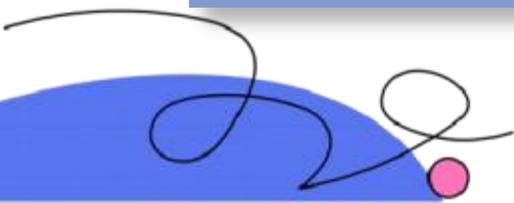
四. 暖调

4. Warm Tone

　　暖调为前进色--膨胀、亲近、依偎、柔和、柔软的感觉暖调热烈浓烟，常用于食品中。

Warm tones, characterized by their advancing nature, give a sense of expansion, warmth, proximity, embrace, and softness. Warm tones are often rich and lively, frequently used in food products.

SAMPLE PHOTOS

明调
Lightful Tone

明调在画面的面积上，白、灰部分占了很大比重，黑色较少。

In a lightful tone, white and gray occupy a large portion of the image, with less black.

这种调子强调明朗、轻快的气氛。明调轻盈欢乐，常用于化妆品中。

This tone emphasizes a bright and cheerful atmosphere. Warm tones are light and joyful, often used in cosmetics.

6、暗调
6. Dark Tone

- 暗调在画面的面积上，黑色部分占有很大面积，自己只占25％左右。

- In the dark tones of the image, the black areas cover a significant portion, comprising around 25% of the total area.

- 白色明部多用突出主体，起强调作用，有时也起对比作用。

- Bright white areas are often used to highlight the main subject, serving an emphasizing role, and sometimes providing contrast.

- 暗调给人一种沉重、深厚、哀伤的情绪，也可造成神秘、阴森的气氛，常用于工业产品中。

- Dark tones evoke feelings of heaviness, depth, and sorrow; they can also create a mysterious or eerie atmosphere, frequently used in industrial products.

在这对六个基本色调了解的基础上，在通过各种组合与变化，便可以根据产品的不同属性来选择合适的色彩搭配。

Based on an understanding of these six basic tones, various combinations and variations can be used to choose suitable color schemes according to the different attributes of the product.

药品适于用以白色为主的文字图案包装，表示干净、卫生、疗效可靠；

Pharmaceuticals are well-suited for packaging with white as the dominant color, symbolizing cleanliness, hygiene, and reliable efficacy.

化妆品类常用柔和的中间色调，表示高雅富丽、质量上乘；

Cosmetics often use soft, middle tones to convey elegance, luxury, and high quality.

1

食品类以暖色调为主，要有鲜明的丰富色彩，突出食品的新鲜、营养和味觉；

Food packaging primarily uses warm colors with vivid and rich hues to highlight the freshness, nutrition, and taste of the food.

2

酒类适于用浅色包装，表示香浓醇厚，制作考究；

Alcoholic beverages are well-suited for light-colored packaging, indicating rich and exquisite craftsmanship.

"

3．五金、机电类常用蓝、黑及其他沉着的色块，以表示坚实、精密和耐用的特点；

3. Hardware and electrical products often employ blue, black, and other subdued colors to signify solidity, precision, and durability.

4．儿童用品包装类常用鲜艳夺目的纯色对比色块，符合儿童的心理。

4. Children's product packaging frequently uses bright, contrasting pure colors, aligning with children's psychological preferences.
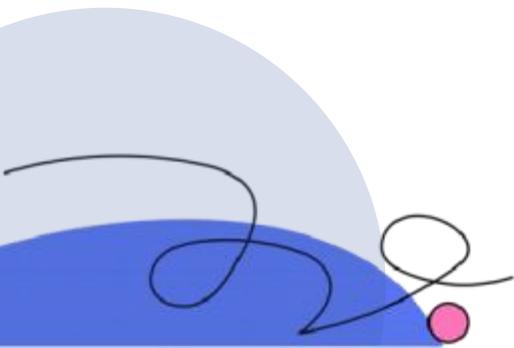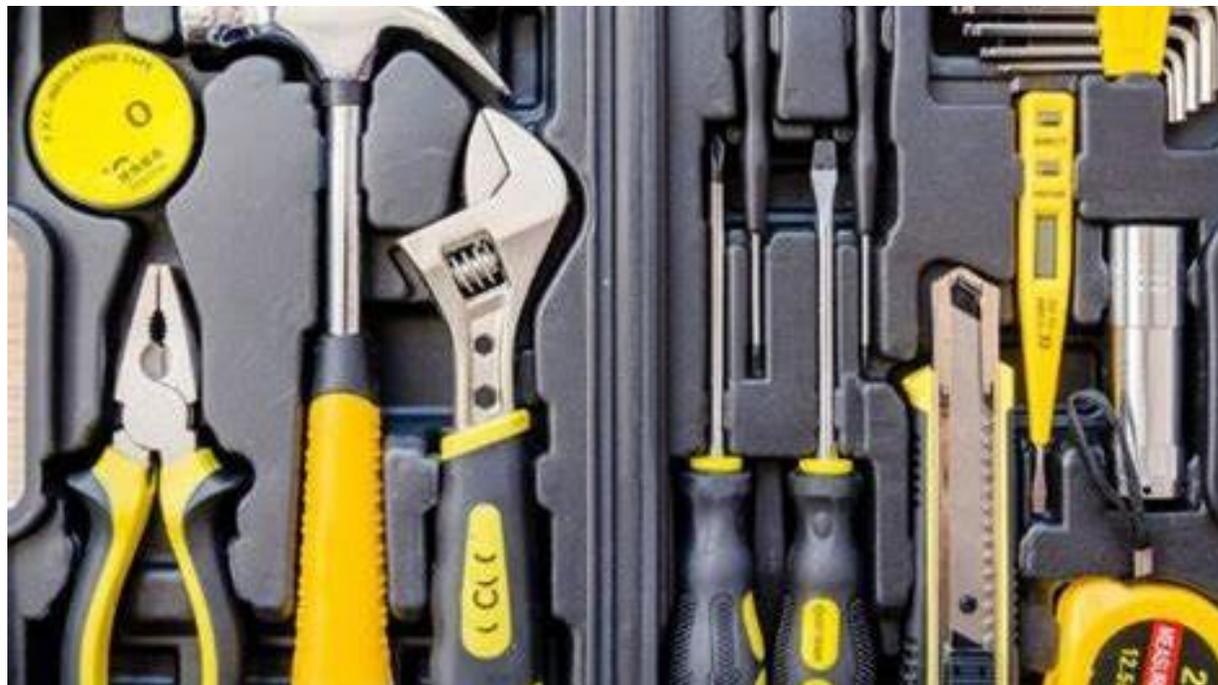
感谢各位的观看
Thank you for watching.