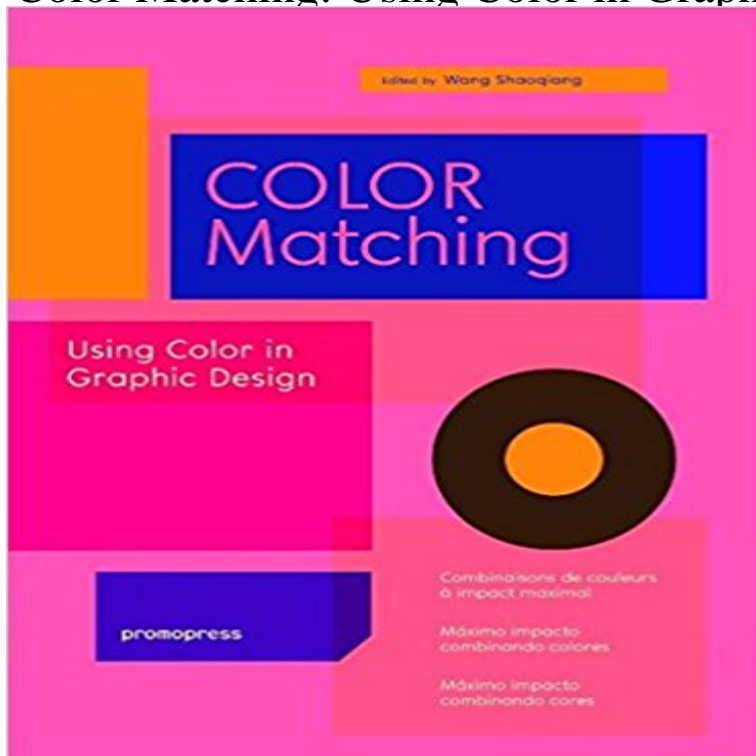


## Color Matching: Using Color in Graphic Design



What is the impact of colour in communication? Colours convey feelings and emotions to everyone and are often associated with specific ideas. This exciting and inspiring reference book explores the use of colour within the universe of graphic design, offering a fresh and innovative perspective on an issue that is essential for any professional in the field. Through contributions from more than a hundred renowned designers, Color Matching presents a stunning gallery of examples of the different roles played by colour in graphic design. Be it branding, editorial design or packaging projects, the designers explain how colours and their multiple combinations are employed simultaneously and strategically in order to enhance the power of their message and strengthen the efficacy of graphic language. With a lavish format and hundreds of illustrations and photographs, Color Matching is the quintessential guide for understanding and mastering the use and combining of colours in the world of graphic design and communications.

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