

# Color Shifting

*pushing* color direction

## **Mother nature is simply A-M-A-Z-ING.**

She delights our creative spirit with a plethora of flowers in vast arrays of color. But wouldn't it be grand to have more control of our flower palettes much like a painter controls theirs?

As designers, we often need creative solutions to craft what we have into what we need. When it comes to color, Design Master offers several tools to solve the issue. A white flower is a blank canvas. Spraying color on it fashions a bloom in straight-from-the-can color and works perfectly in some situations. Other times, the finesse of color shifting is needed. Applying color on color visually mixes them to push the direction of the blossom color into a desired new hue.

This primer is simply a foundation to develop your color shifting skills. Mimic nature or fabricate color elements. Nuanced color expands the possibilities for dynamic design palettes and your artistic expression.



# COLOR KNOW-HOW

Understanding the color wheel is your greatest asset in achieving a successful color shift. While intuitive for many, making conscious choices is validating. The color wheel is all about the relationships of its hues. The nature of these connections is the cornerstone of color shifting.



It all starts with the Color Superheroes! Red – Yellow – Blue

**Begin with the basics.** The expansion of the color wheel all starts with the powerful nucleus of 3 primary colors, SUPERHEROES Red – Yellow – Blue. **Every other color visible to us has some influence of at least 2 of these hues!** Mixing 2 of the primary colors together produces 3 secondary hues, Orange – Green – Purple. These 6 core hues are used to describe subsequent mixtures known as tertiary colors. They complete the color wheel.

Knowing the origin of a color provides direction in choosing the color you need to shift a blossom color.

For example, you need a peach-toned bloom with none on hand. Peach, all be it a lighter value, has influence of yellow and red. To make peach, select light-valued colors of yellow and red, such as a soft yellow flower and a pink spray. (Pink Petunia or Wild Rose perhaps). Subtleties of the yellow and of the pink will influence the resulting peach hue. But, the results will remain in the peach family.

## ANALOGOUS

More often than not the colors used for shifting will have an analogous relationship. Neighboring each other on the wheel the colors share origins. Pushing them another notch is not a stretch. Just like analogous colors create easy, comfortable designs, mixing them is a comfortable reach.



## COMPLEMENTARY

Complementary colors, those hues directly across each other on the color wheel, used together in a design palette will make each other look vibrant. That bright disposition quickly turns moody however when the colors are mixed. The result is brown. Uniquely, each of the complimentary pair has its character in the brown created. It's a great direction to fashion elements for a moody palette. Muddled tonalities are also achievable by color shifting with the neighbors of the complement.

## MONOCHROMATIC

Many times, we wish bloom color to be lighter or darker. Monochromatic shifts are fashioned in two ways.

**To push color lighter** chose a COLORTOOL® Spray of the same color family that is a lighter value than the blossom. IE. Apply Blush over pink to lighten.

**To darken a bloom** select a Just For Flowers® or COLORTOOL Spray in a deeper color of the same family. On the previous pink choose Bougainvillea or Raspberry to deepen it.

# COLOR STYLES

## Choosing your color tool

The coloring agents that make up our various color tools have different properties. Knowing the style of Design Master color is helpful choosing which product to use.

## Spray Tip®

each of these sprays can be used with one another. Layering and blending to extend palette possibilities even more!



## TRANSLUCENT TO OPAQUE

### COLORTOOL® Spray

**Pigmented color** – 1 to 2 light coats appear translucent, letting some detail of the surface color to show. Additional coats cover and hide surface details. Light coats of alternating colors will blend. Useful to hide blossom blemishes. **Satin finish.**

## TRANSPARENT COLOR

### Just for Flowers®

**Dye colorant** – Sheer, see-through color keeps surface details clearly visible. Underlying surface color influences resulting hue. Each additional coat deepens the color. Provides value control. Super easy color blending. **Satin finish.**

## SEMI-TRANSPARENT TO OPAQUE

### übermatte®

**Pigmented color** – Slightly heavier pigment load than COLORTOOL Spray. A light coat applied from 18" creates a wash of color. Additional coats provide quicker coverage and hide. **Ultra-matte finish.**

## METALLIC

### COLORTOOL® Metals

**Metallic colored pigments** – Flower-safe metallic color. Same properties of COLORTOOL Sprays. **Satin metallic finish.**

## PREMIUM Metals

**Metallic colored pigments** – Reflective metallic finish with a plated look. Quick coverage with heavier pigment load. Not suited to color fresh flowers but safe on most foliage. **High reflectivity for most metallic shine.**






























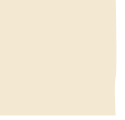




COLOR SHIFTING RECIPES

Bloom	Spray	=	New Hue
 White/Cream	 Lemon		 Yellow
 Yellow	 Fresh Green		 Yellow-Green
 Yellow	 Hydrangea Blue		 Yellow-Green
 Yellow-Orange	 Hydrangea Blue		 Olive
 Cream	 Herbal		 Pale Neutral Green
 Light Green	 Hydrangea Blue		 Blue-Green
 Green	 Peacock		 Blue-Green
 Blue Hydrangea	 Thicket		 Smokey Blue

Bloom	Spray	=	New Hue
 Violet	 Delphinium Blue		 Blue-Violet
 Lavender	 Hydrangea Blue		 Periwinkle
 Blue	 Purple Pansy		 Blue-Violet
 Lavender	 Blue Violets		 Blue-Violet
 Lavender	 Purple Pansy		 Purples
 Pink	 Hydrangea Blue		 Lavender
 Cream/Pale Pink	 Heather-ish		 Smokey Lavender

Bloom	Spray	=	New Hue
 Red	 Delphinium Blue		 Burgundy
 Green Hydrangea	 Black Cherry		 Burgundy
 Deep Pink	 Black Cherry		 Maroon
 Pink	 Lemon		 Peach
 Pink	 Tiger Lily		 Peach
 Cream	 Peachy		 Peach
 Yellow	 Poppy		 Orange
 Yellow	 Pink Petunia		 Orange
 Cream	 Osiana Peach		 Peach Blush
 Orange	 Delphinium Blue		 Brown
 soft yellow	 Red Clay		 Terra Cotta

Bloom	Spray	=	New Hue
 Hot Pink	 Tiger Lily		 Coral
 Peach	 Poppy		 Coral-Red
 Cream or Lgt Pink	 Coral Charming		 Coral
 Peach	 Pink Petunia		 Light Coral
 Orange	 Wild Rose		 Deep Coral
 Orange	 Poppy		 Red-Orange
 Cream	 Blush		 Blush
 Pink	 Bougainvillea		 Deep Pink
 Pink	 Coral Bell		 Red-Coral
 Yellow	 Tiger Lily		 Golden
 Cream	 Honeycomb		 Soft Golden



*Spray Tip®*

when applying a Just For Flowers spray it is necessary for it to be the same value or darker than the blossom color.





# COLOR MECHANICS

Fresh flowers are a unique canvas for color.

Their delicate nature requires spray color specifically formulated to ensure normal blossom longevity. Applied as directed Design Master safely delivers fast-drying color for quick blossom color shifts.

■ SHAKE can for 1 minute after hearing the mixing balls rattle.

■ SPRAY in a well-ventilated area.

■ APPLY color 15"–18" away from bloom.

■ MIST color in light coats.

■ AVOID heavy and close applications.

■ LAYER light coats to blend colors.

■ START LIGHT. Often just a soft veiling of the color spray will make the shift needed.

## Optional Techniques

### BACKSPRAY

lightly apply color to the backside of bloom. This is often enough to intensify or brighten a color. Particularly useful on orchids and lilies.



### TONING

using a slightly darker color than bloom, mist the edges of the petals to give them more dimension.



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