

The TheoryTM *Of Brown*



COLOR ANALYSIS
AND COLOR GUIDES

SAMPLE

WELCOME TO YOUR COLOR JOURNEY!

This is a preview sample of my Color Seasons related products. In the downloadable files you'll find all the information that you need to build your own palette.

Since everyone has different features, keep in mind you might be a combination of 2 seasons.

In the **"Complete Color Guide and Makeup Bundle"**, you'll find:

- Seasonal Color Dimensions: contrast, temperature, and saturation to understand how the Color Seasons work with darker features
- Seasonal colors, both Neutrals and Accents, metallics, what to avoid, and how to pair them
- Denim, jewelry, and patterns
- Hair Dye Colors for your season
- How to experiment with other Color Seasons

The Makeup section is tailored to darker features, it includes:

- A guide to find your foundation shade + multiple brand recommendations
- Recommendations for bronzers and Dark Skin-friendly sunscreens
- Blush, highlighters, eyeliners, eyeshadows, and lipstick recommendations for dark, medium, and light skin tones.

PRINTING INSTRUCTIONS

For the easiest and most convenient professional result, we recommend taking your E-Book to a local print shop or office supply store.

*A matte or satin finish is preferred for reduced glare and easier color comparison, but gloss is fine if it's your preference. *Regular office paper absorbs ink and dulls colors, it's not recommended**

Paper

You can print this for this full e-book as a magazine/booklet, or you can print out just the swatches.

Magazine/Booklet:

Thinner pages for your convenience (For reference, standard office paper is 70 gsm, the smaller the number, the thinner the paper.)

BEST: Satin Coated Paper ("silk finish or soft gloss") 70 to 170 gsm

OPTION 2: Coated Matte Paper 70 to 170 gsm

Physical Swatches:

Use heavier, more durable paper for swatches that can withstand frequent handling in different situations. If you prefer larger swatches, you can ask your print shop to scale the page proportionally.

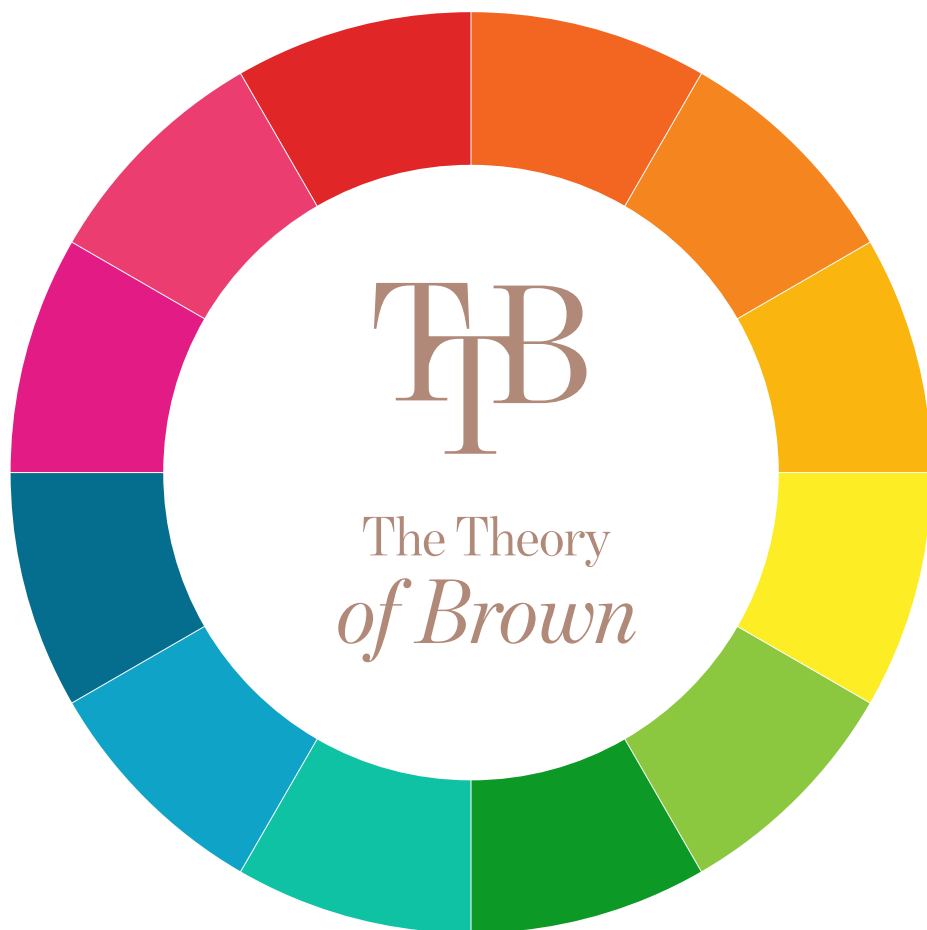
BEST: Coated Cover Stock 260–300 gsm

OPTION 2: Matte Cardstock 260–300 gsm

If You Choose to Print at Home,

Printer: High-quality inkjet or laser printer

Settings: Use "Best Quality" or "Photo" print settings



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The swatches in this file were carefully selected using our original method and are intended for personal use only. Please do not reproduce or distribute without written permission.

If you have any questions or inquiries, contact

info@thetheoryofbrown.com

Thanks!

CLEAR SPRING

COLOR DIMENSIONS PT.1

CHARACTERISTICS

CONTRAST

Clear Springs have a medium to high contrast level. This happens because their features are very clear and defined. Traditionally this happens not just with defined features, but also a combination of opposites, for example having light eyes and dark skin. But your saturation level also plays a big part in your brightness, especially with darker skin tones.



SATURATION

Sometimes the saturation level of your overall appearance is what defines how "clear" or "bright" you are. Especially when the rest of your features don't actually make contrast with your skin. For example, having dark skin, dark eyes, and dark hair; those features give you a low contrast level. What makes you look good in high contrast combinations is your saturation level and how intense your features are.

This document is a
SAMPLE

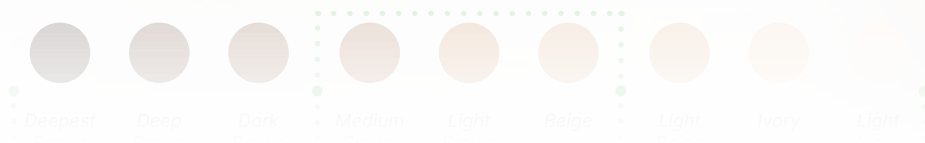
CLEAR SPRING

COLOR DIMENSIONS PT.2

FEATURES

SKIN

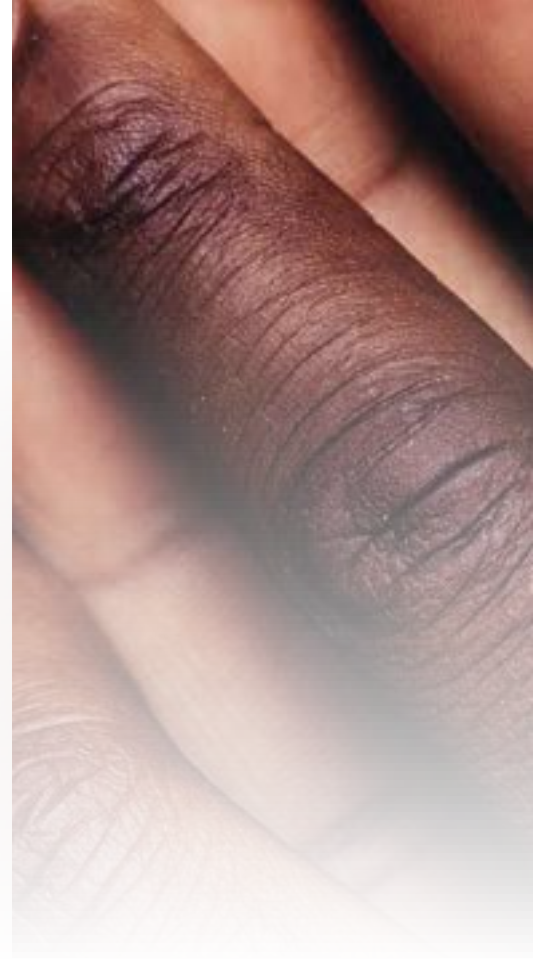
Seasonal color analyses take into account both your skin tone and your undertone.



Color Dimensions

Feature Color Dimensions

Color Dimensions are the key to modifying any color so it complements your unique features. Discover the three essential color dimensions that define your seasonal palette: contrast, temperature, and saturation and also the dimensions of your own features



CLEAR SPRING

COLOR DIMENSIONS PT.3

Clear Springs have higher saturation levels and even when they don't have a high contrast level, their colors need to be bright and create contrast with their features.

They look their best in warm, sunny, and saturated colors. This means that the color palettes of a Clear Spring will include lots of vivid, tropical, and exotic colors. Some of them are more toned down than others, but they are still vibrant, nothing muted or dusty.

YOU AS A CLEAR SPRING

Features vary, especially when it comes to analysis people with darker features, even if

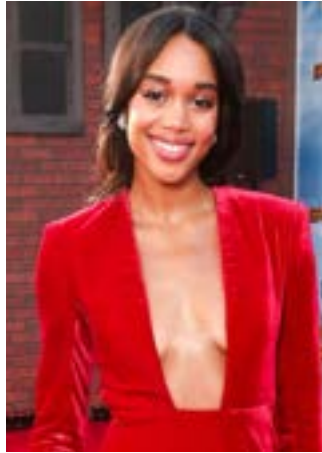
This section brings it all together: the science of color dimensions + your personal features. By the end, you'll know exactly what types of colors you should be wearing.

CLEAR SPRING

EXAMPLES



Janelle Monae



Laura Harrier



Sam Adegoke



Taye Diggs



Jackie Aina



Normani



Jason Winston George



Donald Glover



Kerry Washington



Megan Thee Stallion



Denzel Bryan



Michael B Jordan

Lighting can affect how a person's undertone might look, you can check the updated lists of celebrities on [cocoastyling.com](https://www.cocoastyling.com)*



CLEAR SPRING NEUTRAL COLORS PALETTE

These color palettes include a variety of colors matched to the PANTONE FASHION, HOME + INTERIORS SYSTEM. TCX references cotton fabrics, TPM is for metallics and shimmers, TSX is for polyester fabrics, and TN is for neon brights on nylon.

Please note PANTONE codes are used as a standard and names might differ from different companies. Therefore, we have included color descriptions to help guide you.

This palette has Accent neutrals, these are colors that can be used as neutral colors, but they are not extremely

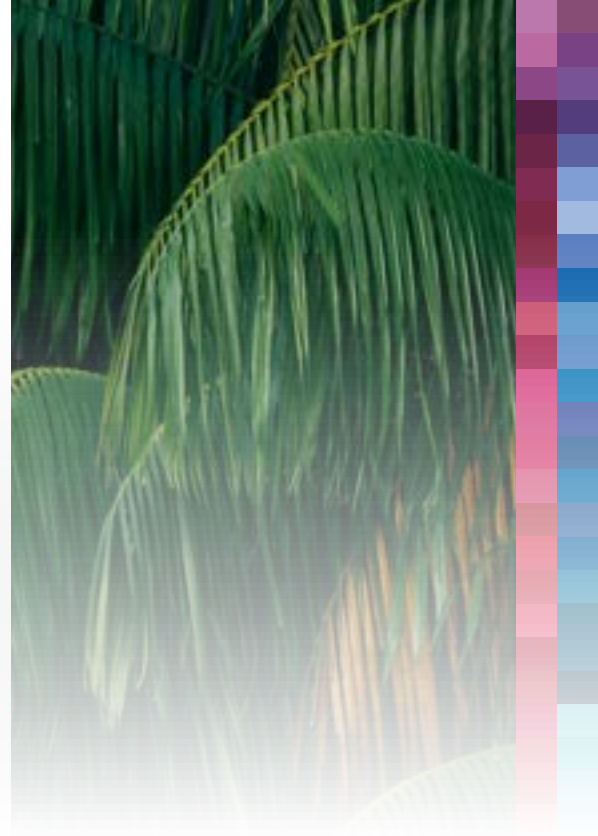
**FULL INSIGHTS AVAILABLE
IN THE COMPLETE GUIDE**



CLEAR SPRING

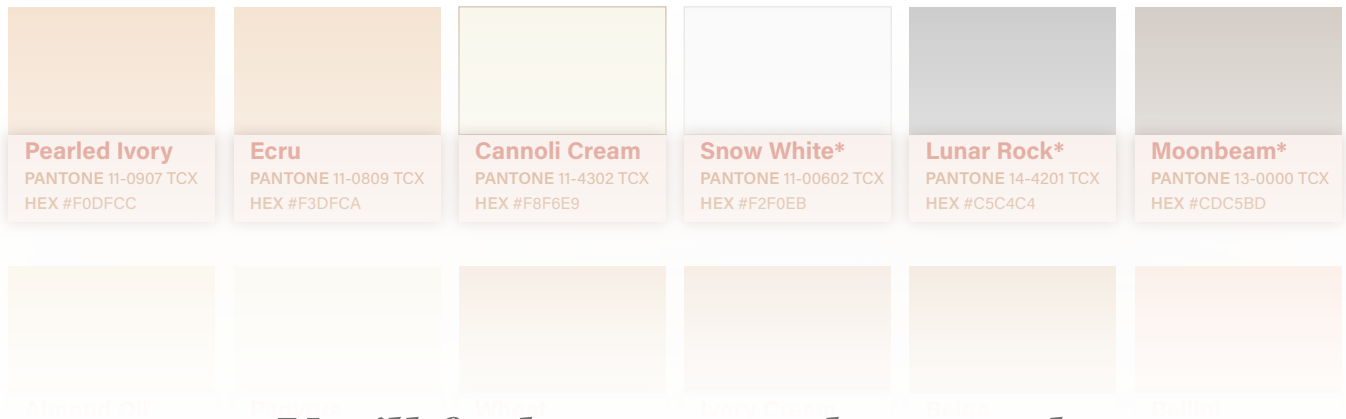
LIGHT NEUTRALS

Your best light neutrals will be warm and light. The true neutral tones in this palette come from the brown and cream scale. These will be cream, beige, and brown. The hues can also be cooler or warmer, these colors change when a pigment gets added to the mix. Warmer neutrals will have warm colors added to them, such as yellow, orange, and brown. Cooler neutrals can have colors like blue and purple added to them. Go for warmer neutrals, they blend better with your features than warmer colors.



*The foundation of any wardrobe
starts with the right neutrals*

STANDARD NEUTRALS



You'll find 70+ neutrals in total:

- *Light Neutrals*
- *Dark Neutrals*
- *Accent Neutrals*

Accent neutrals are colors that aren't traditional neutrals, but are easier to style and more versatile than typical color accents.

HEX #F0DFCC

HEX #F3DFCA

HEX #F8F6E9

HEX #F2F0EB

HEX #C5C4C4

HEX #CDC5BD

* More Neutral Undertone

** Darker Value Level

*** Lighter Value Level



CLEAR SPRING ACCENT COLORS PALETTE

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Please note PANTONE codes are used as a standard and

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CLEAR SPRING

ACCENT COLORS

RED

Red looks very good on Clear Springs. They can be true reds or warm reds (reds with an orange base), both will look good. They should be brighter but don't surpass your own chroma level.

Yellow Green

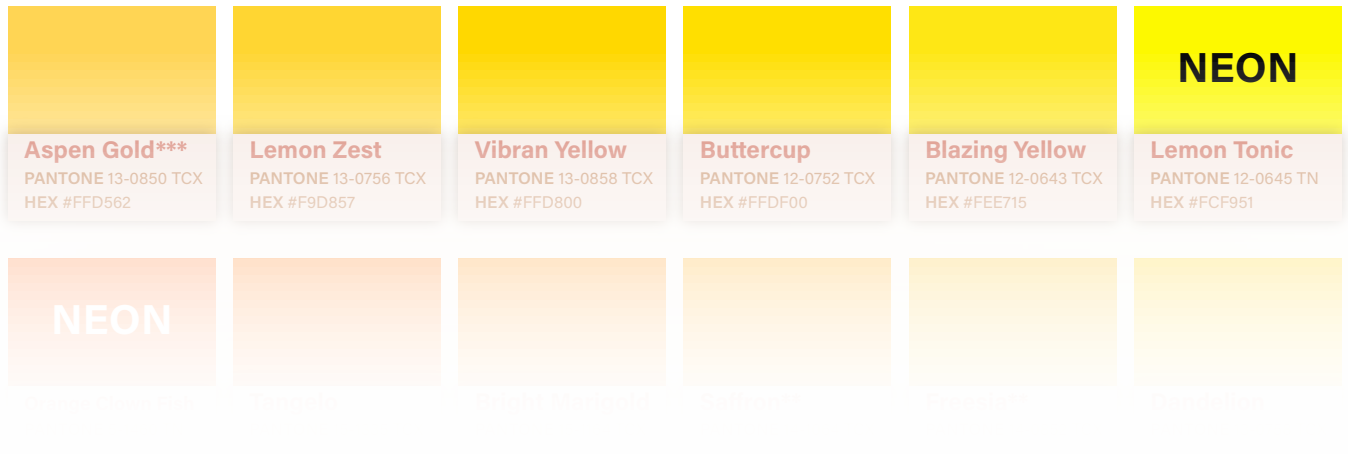
Green

Blue Green

Blue

*A curated list of the accent colors
for your season*

*For better understanding, each color family comes with a
description of which shades are best and why they suit your
unique features.*



The full guide features over 120 curated accent colors for you to experiment with



* More Neutral Undertone ** Darker Value Level *** Lighter Value Level



CLEAR SPRING RECOMMENDATIONS OTHER ITEMS

These are color recommendations for metallics,
denim, patterns, jewelry, hair colors, etc.

**FULL INSIGHTS AVAILABLE
IN THE COMPLETE GUIDE**

TB

CLEAR SPRING

PATTERNS & PRINTS

For patterns, the ones that only have Clear Spring colors are best. Making sure they have a high contrast level helps. This allows you to wear bold patterns without getting overpowered. Try to avoid faded designs like watercolor prints, patterns that have a very low contrast level.

Patterns, shapes, and sizes are influenced by your body structure, but the first step is knowing which colors and contrasts to choose in prints.

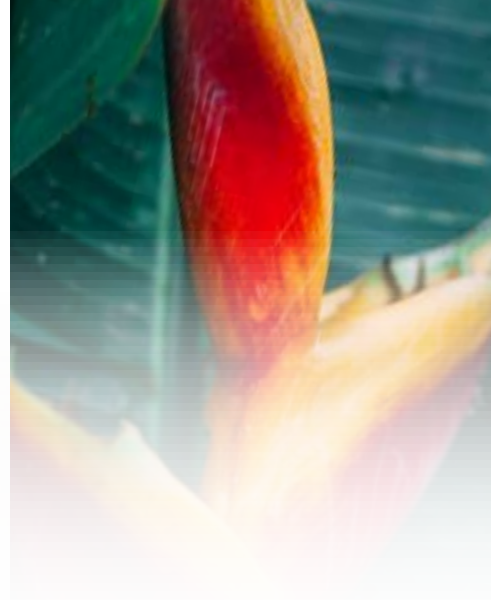
CLEAR SPRING

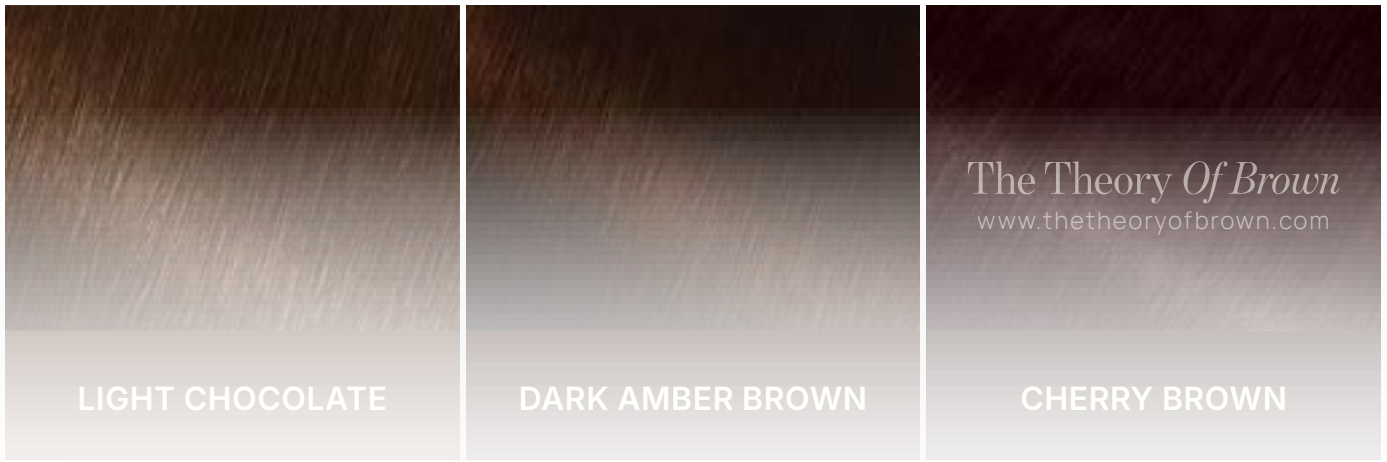
HAIR COLORS

BLACK

For black, jet-black can be too severe unless your undertone is very neutral, it can clash with your warmth. Instead go for natural blacks, warm black, soft black, and off black.

Just like the Accent Color section, you'll find specific hair dye recommendations categorized by color family





The full guide features 60 curated hair dye colors across the downloadable palettes.

HOW TO USE THIS PALETTE



You can wear most of the colors in this palette by themselves or paired, but some color combinations work better than others. Medium and high contrast color combinations are ideal.



With dark skin, light colors will give you more contrast, but try to add a few dark or bright elements for balance. With light skin, dark colors will give you more contrast, but try to add a few light or bright elements for balance.



Light and dark color combinations are the easiest to achieve, but as a Clear type, it doesn't always have to be like that. Color blocking is also a really good way to do this.



If you want to wear cooler colors, try not to wear them too close to your face, or balance the look by pairing your item with mostly warm colors.

Your sister palette is Clear Winter, you can wear the warmer colors from that palette as well.



Another palette that you might find interesting is the Dark Autumn palette, both are the more saturated palettes from their seasonal family. You can wear the more saturated colors from the Dark Autumn palette, but not the muted ones.

CLEAR SPRING

USING OTHER PALETTES

LIGHT SPRING

From the same seasonal family (Spring), it shares warmth and brightness, but is lighter and softer. You main color dimensions are

Warm + Bright

This guide provides the full list of the best colors for your season, but if you wish to expand and explore, this section teaches you how to safely try colors from family, sister, and cousin palettes



CLEAR SPRING

COLOR PAIRING EXAMPLES

Technically you can pair almost any colors in this palette together, but you need to look for harmonic color combinations. Here are some examples of how to do that. Keep in mind that you are not limited to these combinations, you can experiment and create your own favorite pairings.

**FULL INSIGHTS AVAILABLE
IN THE COMPLETE GUIDE**



CLEAR SPRING

COMBINATIONS - COLOR BLOCKING

MONOCHROMATIC

Using 2 - 3 different shades of the same color.

If you do want to wear a monochromatic look, make sure the color you choose makes contrast with your skin. That way you won't be washed out.



Panna



Apricot Wash



Sunshine

You'll see examples of neutrals, accents, and color blocking, all designed to help you create cohesive, dynamic outfits or even patterns



CLEAR SPRING RECOMMENDATIONS FOR MAKEUP

All these colors are from your Clear Spring palette. Cosmetic companies have their own color names and classifications for their products. When you are shopping for makeup, you might not be able to find the exact names. The colors in this makeup chart will serve you as a guide on which colors will fit you the best.

As a Clear Spring, my overall recommendation is to look for products with warm undertones and making sure that they are not muted.

To support other POC-owned businesses, some of the items are marked with a heart symbol ♡.

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HOW TO FIND YOUR FOUNDATION SHADE

1) Find Your Undertone

WARM

Your skin may have yellow or peachy hues underneath. In some cases, it can also present as a subtle orange or golden, if they are very warm.

This section provides guidance on undertones, depth, and formulas to help you find your perfect foundation match, specially important for deeper skin tones where shade matching can be more complex.

FOUNDATION GUIDE

Brand: Lancome

Product: Teint Idole

Finish: Natural Matte

Shades: 55

TB

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*You'll find a variety of products for you to
choose from*

FOUNDATION GUIDE

Brand: Uoma Beauty

Product: Say What?

Finish: Natural Matte

Shades: 51

TfB

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You'll find a variety of brand recommendations, including some POC-owned brands that focus on darker skin tones. This product list is curated to ensure inclusivity and range

CLEAR SPRING

MAKEUP GUIDE

BLUSH

NOTES

Blush depends on skin tone and its trial and error. But make sure the that colors you choose are warm based and avoid cool based blushes. Here are some shade recommendations, some of them are more natural looking and others are more notable. But as guide, go for colors

Each makeup section comes with guidance on finishes, color ideas, and how to choose the best products based on your skin tone and Color Season



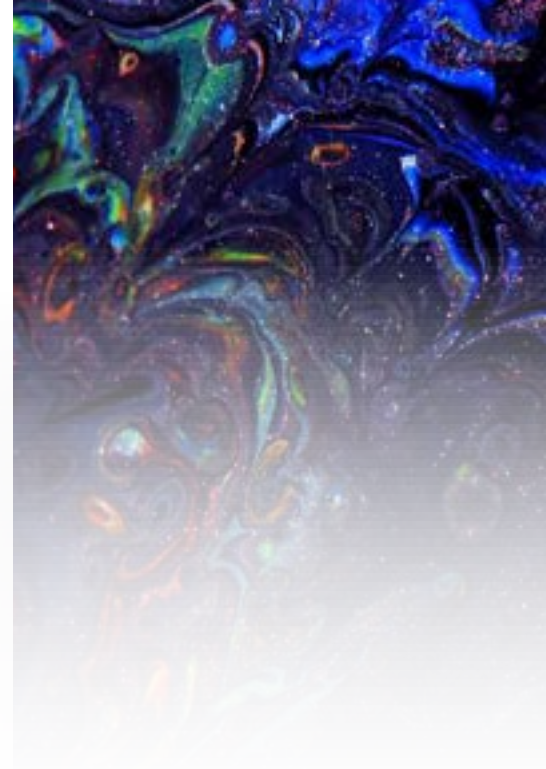
Peach



Salmon



Coral



DARK SKINTONES



Brand: Pat McGrath

Shade: Electric Lotus

Finish: Dewy Bright Pink Coral



Brand: MAC

Shade: MY LITTLE SECRET

Finish: Creamy warm dark coral



Brand: MAC

Shade: Cockney

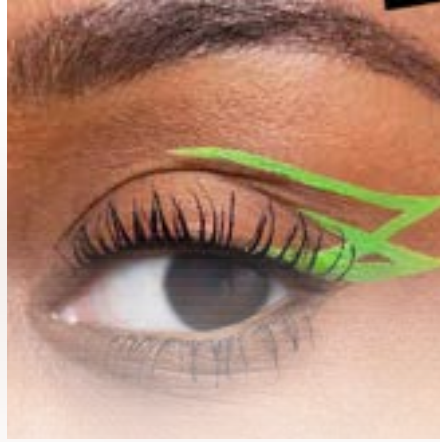
Finish: Glossy Pearly Yellow red

Each category is thoughtfully categorized by skin depth, ensuring that dark, medium, and light skin tones each have tailored product recommendations.

MEDIUM SKINTONES



Brand: Urban Decay
Shade: Mucho Mucho
Finish: Matte Yellow



Brand: Urban Decay
Shade: Freak
Finish: Matte Lime Green



Brand: Urban Decay
Shade: Freak
Finish: Lime Green Shimmer

Each category is thoughtfully categorized by skin depth, ensuring that dark, medium, and light skin tones each have tailored product recommendations.

LIGHT SKINTONES



Brand: Rare Beauty
Shade: Reflect
Finish: Radiant Deep Bronze



Brand: Rare Beauty
Shade: Copper
Finish: Radiant Copper



Brand: Danessa Myricks
Shade: Majesty
Finish: Burnished bronze glow

Each category is thoughtfully categorized by skin depth, ensuring that dark, medium, and light skin tones each have tailored product recommendations.

READY TO SEE YOUR FULL POTENTIAL?

This is a preview, the full 70+ analysis guide unlocks:

Your complete neutrals and accent palette with codes

Hair dye charts & recommendations

Seasonal crossover suggestions

Color pairing examples

Jewelry, denim, metals, patterns, and prints recommendations

Foundation, blush, highlighters, eyeliners, eyeshadows,
lipstick product recommendations and more

Downloadable palettes

Neutral Palettes

Complete Color Guide

Neutral + Accent Palettes

Seasonal Makeup Guide

Hair Dye Guide

Color + Makeup Bundle

START YOUR COLOR JOURNEY TODAY



COLOR ANALYSIS

THANKS FOR
YOUR SUPPORT!

If you have any questions please send an email
to info@thetheoryofbrown.com

Enjoy your day!