

Palette Builder Workbook

Color Theory for Pattern Design

About This Document

This reference accompanies the article: Color Theory for Pattern Design

Read the full article at: <https://svgeneration.com/docs/color-theory-pattern-design>

Article Summary

How to choose harmonious colour palettes, manage contrast, and create patterns that work in any context.

Opacity vs Separate Colours

Instead of choosing a specific foreground colour, use opacity on a single colour against a variable background. A black shape at 1020% opacity works on any background colour. The background tints the shape automatically. This technique makes your SVG patterns context-adaptive: the same pattern file works with any background-color value.

Code example:

The 60-30-10 Rule for Patterns

In pattern design, the 60-30-10 rule means: 60% background colour, 30% primary motif colour, 10% accent colour. This creates visual balance without monotony. The accent colour (used sparingly in the pattern) ties the surface to your brand's accent colour on interactive elements.

Free Resources

Visit [SVGeneration.com](https://svgeneration.com) for 600 free SVG background patterns. No attribution required.

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