

# The Theory<sup>TM</sup> *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, even if you share a season with someone, you might not look your best in exactly the same colors. That's why I also have my **Color Analysis Service**, that one is a personalized E-Book on your best colors since everyone has different features.

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

- Your Seasonal Color Dimensions: contrast, temperature, and saturation to understand how the Color Seasons work with darker features
- Your best 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 completely 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 skintones.



# 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.

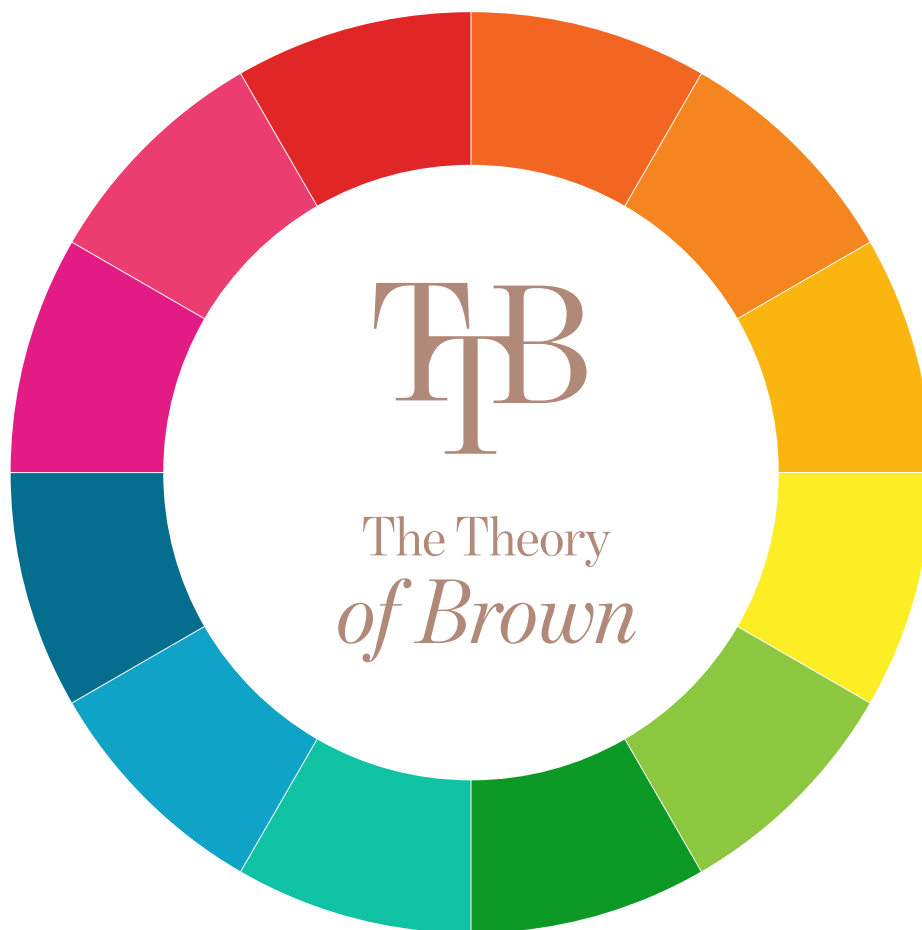
**BEST:** Coated Cover Stock 260–300 gsm

**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



*Unless otherwise specified, Cocoa Styling and The Theory of Brown are not affiliated with any brands or individuals mentioned. All images are for reference only.*

*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](mailto:info@thetheoryofbrown.com)**

**Thanks!**



# CLEAR SPRING

## COLOR DIMENSIONS PT.1

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### CHARACTERISTICS

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#### 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.



*High*



*Medium*



*Low*

#### 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



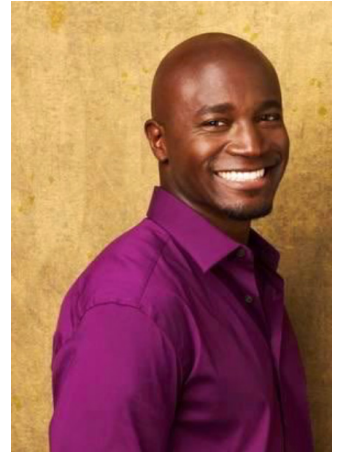
*Janelle Monáe*



*Laura Harrier*



*Sam Adegoke*



*Taye Diggs*



*Jackie Aina*



*Normani*



*Jason Winston George*



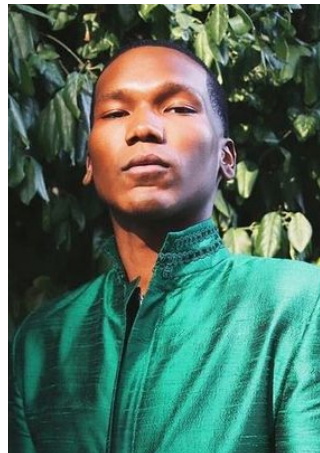
*Donald Glover*



*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://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 light or dark, they can also double as an accent.

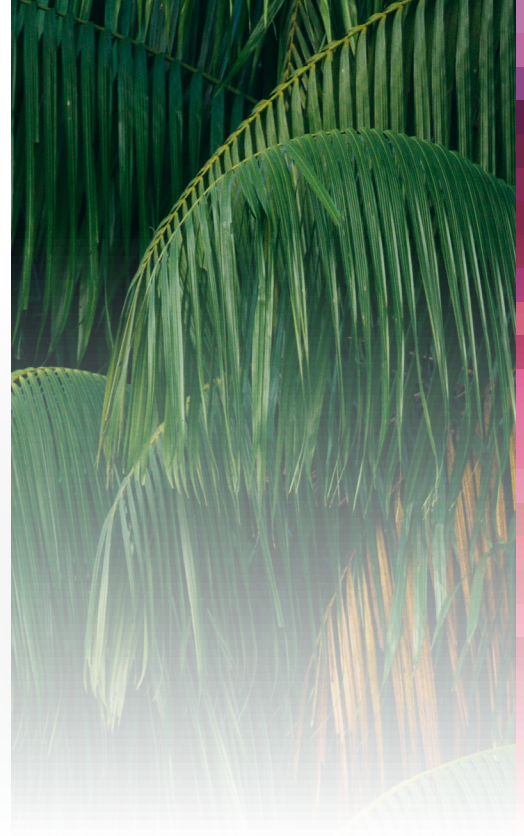
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IN THE COMPLETE GUIDE**



# CLEAR SPRING

## LIGHT NEUTRALS

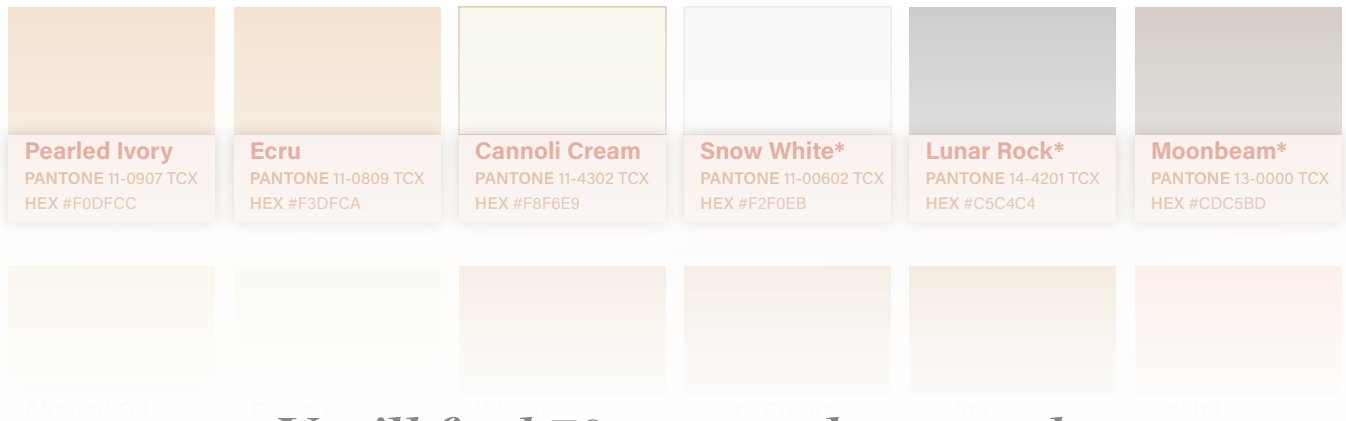
Your best light neutrals will be warm and light. The true neutral tones in this palette come from the brown and cream scale. These will be cream, beige, and brown. The hues can also be cooler or warmer, these colors change when a pigment gets added to the mix. Warmer neutrals will have warm colors added 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*



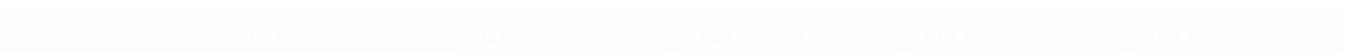
## STANDARD NEUTRALS



*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.*



\* More Neutral Undertone

\*\* Darker Value Level

\*\*\* Lighter Value Level

A halved papaya with black seeds is shown on a large green leaf. The papaya is cut lengthwise, revealing the orange flesh and the cluster of black seeds. The leaf is large and green, with a prominent vein running down the center. The background is dark, making the papaya and leaf stand out.

# CLEAR SPRING ACCENT 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

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**TB**

# 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









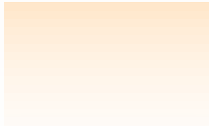
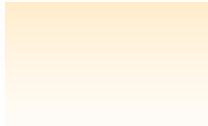
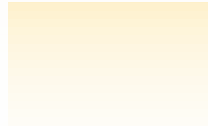
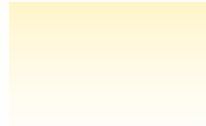
Blue Green

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.*



					
<b>Aspen Gold***</b> PANTONE 13-0850 TCX HEX #FFD562	<b>Lemon Zest</b> PANTONE 13-0756 TCX HEX #F9D857	<b>Vibran Yellow</b> PANTONE 13-0858 TCX HEX #FFD800	<b>Buttercup</b> PANTONE 12-0752 TCX HEX #FFDF00	<b>Blazing Yellow</b> PANTONE 12-0643 TCX HEX #FEE715	<b>Lemon Tonic</b> PANTONE 12-0645 TN HEX #FCF951
					
<b>NEON</b> Orange Clown Fish PANTONE 13-0355 TCX HEX #FF7F00	Tangelo PANTONE 13-0353 TCX HEX #F7941D	Bright Marigold PANTONE 13-0352 TCX HEX #F7941D	Saffron** PANTONE 12-0351 TCX HEX #F4A460	Freesia** PANTONE 12-0350 TCX HEX #F4A460	Dandelion PANTONE 12-0349 TCX HEX #F4A460

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

					
PANTONE 13-0355 TCX HEX #ED291A	PANTONE 13-0353 TCX HEX #E83C27	PANTONE 13-0352 TCX HEX #E74A33	PANTONE 12-0351 TCX HEX #D01C1F	PANTONE 12-0350 TCX HEX #D05827	PANTONE 12-0349 TCX HEX #D05827

\* 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.

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TFB

# 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

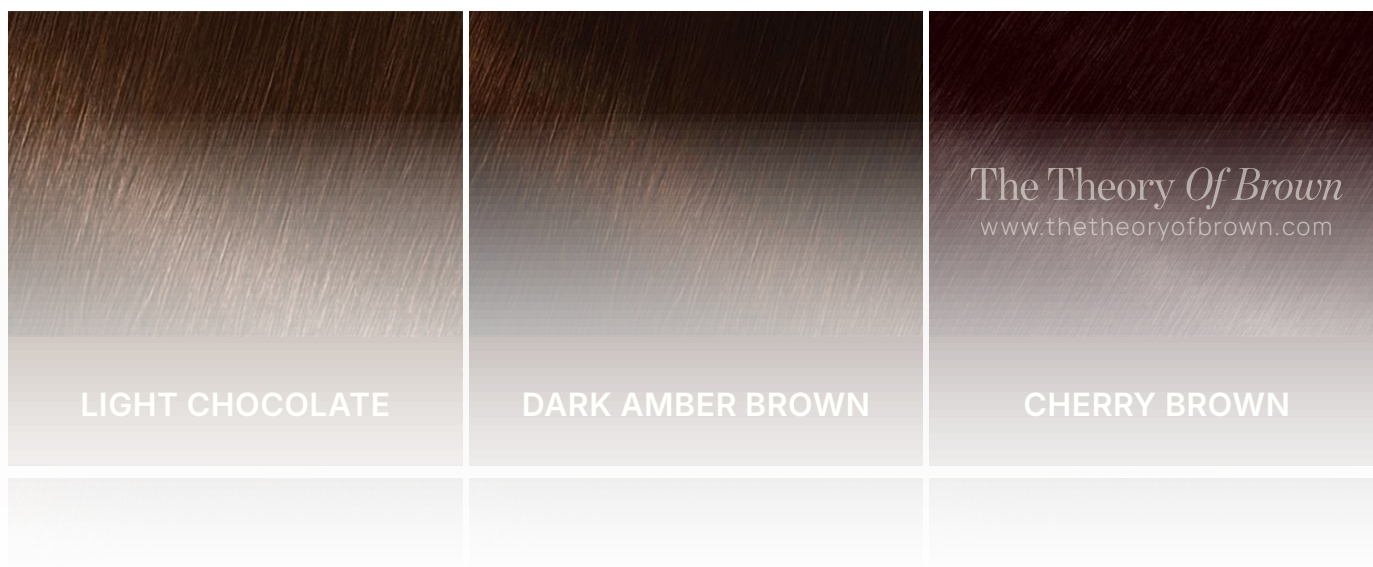
## HAIR COLORS

### 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. Your custom color palette may include fewer options, precisely tailored to your skintone, undertones, and features.*

*Your custom color palette may include fewer options, since it's precisely tailored to your skintone, undertones, and features.*



# 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

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### LIGHT SPRING

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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 your best colors, 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.

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TTB

# 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.*



Papaya



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 PT.1

## 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

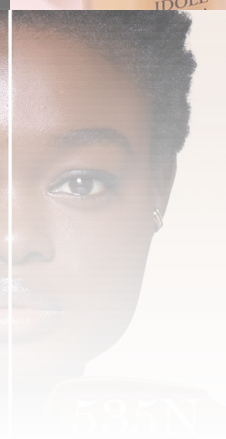
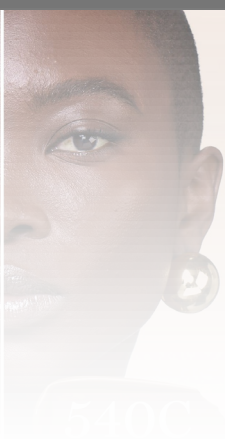
Brand: Lancome

Product: Teint Idole

Finish: Natural Matte

Shades: 55

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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

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### BLUSH

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### 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



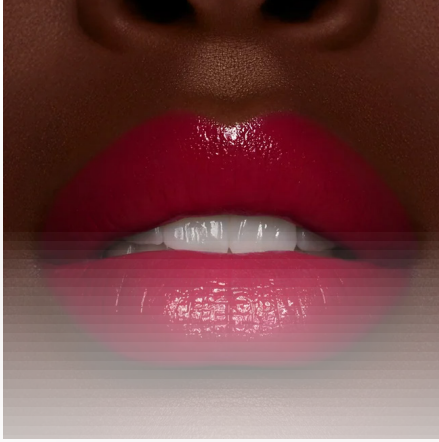
Salmon



Coral



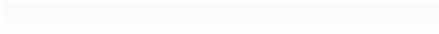
## DARK SKINTONES



Brand: Pat McGrath

Shade: Electric Lotus

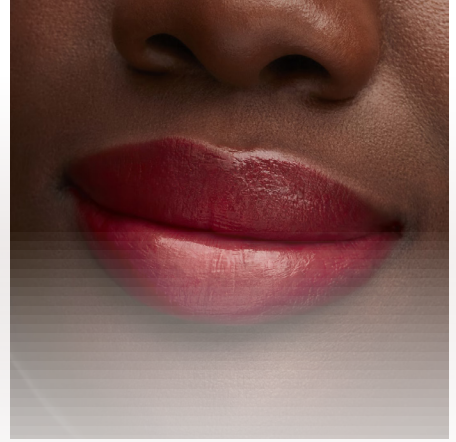
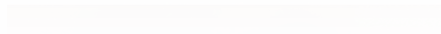
Finish: Dewy Bright Pink Coral



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.*



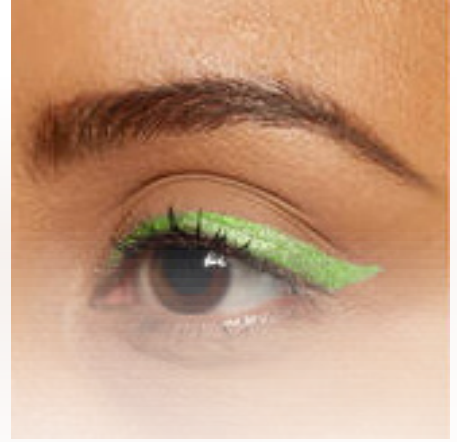
## MEDIUM SKINTONES



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



*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 only 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

## *Styling Sessions*

Core Color Analysis  
Extended Color Analysis

## *Downloadable palettes*

Neutral Palettes	Complete Color Guide
Neutral + Accent Palettes	Seasonal Makeup Guide
Hair Dye Guide	Color + Makeup Bundle

## START YOUR COLOR JOURNEY TODAY

**Book a Custom Color Analysis**  
[thetheoryofbrown.com/services](http://thetheoryofbrown.com/services)

**Get Color Downloadable Guides**  
[thetheoryofbrown.com/downloadables](http://thetheoryofbrown.com/downloadables)





# COLOR ANALYSIS

## THANKS FOR YOUR SUPPORT!

If you have any questions please send an email  
to [info@thetheoryofbrown.com](mailto:info@thetheoryofbrown.com)

Enjoy your day!