3.1.17 Colour logic

The standard land use colours established in post-war town planning in Britain are still widely applied, but modern colour palettes for presentations are largely a matter of individual taste. Practices and agencies will tend to develop their own preferences and some may have established house styles that influence a project's graphics. There are, however, certain commonsense applications of colour, such as greens generally denoting soft landscape and planting, blues indicating water bodies, and darker, solid colours being associated with built form or building footprints. These are not hard and fast conventions, but to move away from them to more exotic colour ranges can confuse the message to the general public.

A colour palette should be used consistently across the whole range of images for a project, reinforcing its identity and aiding cross-referencing. These colours must work successfully at all scales, so that a given figure is equally balanced as a graphic image, whether within a leaflet or on an exhibition panel, where viewing distance can be critical.

	RESIDENTIAL		LEISURE
	COMMERCIAL		LOCAL CENTRES
	INDUSTRY		HEALTH
	EMPLOYMENT		MIXED USE
	RETAIL		WATER
	EDUCATION		OPEN SPACE

An example of one palette of colours to represent land uses

3.1.18 Black and white images

Computer and printing technology allows us to use colour as easily as black and white. Messages presented in black and white, and shades of grey, may however be easier to understand, and certainly easier and cheaper to copy.
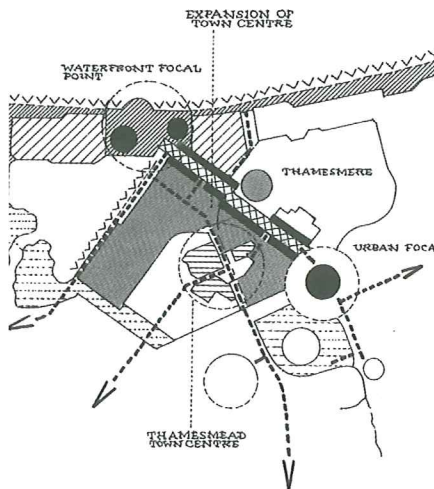
Black and white images can be very effective and should be encouraged when appropriate

Watchpoints

In selecting the most appropriate way of presenting an urban design concept graphically:

- The level of detail and style of image chosen must be determined by the message and not vice versa.

- Broad concepts need illustrative graphics rather than false precision.

- Diagrams successful at a large scale may not work as well when substantially reduced, while diagrams enlarged often read well.

- A sequence of diagrams using a simple common base is highly effective in conveying the individual themes or components of a masterplan.

- The freshest and most telling graphic presentations usually combine a mixture of graphic styles.

- Plans or diagrams at different scales and levels of detail are easier to compare and cross-relate if they contain common reference points and are presented with the same orientation.

- The intensity of detail can be varied across a plan to focus attention on what is most important.