

20 COLOR PALETTES

FIND AN INSPO

FOR YOUR BRAND

FOR YOUR BIZ

ARE YOU LOOKING FOR IDEAS TO REFRESH YOUR BUSINESS BRANDING?

Do you want the perfect color palettes to give your business the right look and feel?

We've got the answer! Our latest offering gives you 20 color palettes to inspire your business branding.

We feature a variety of different color palettes and each combination can help you to create a powerful impression.

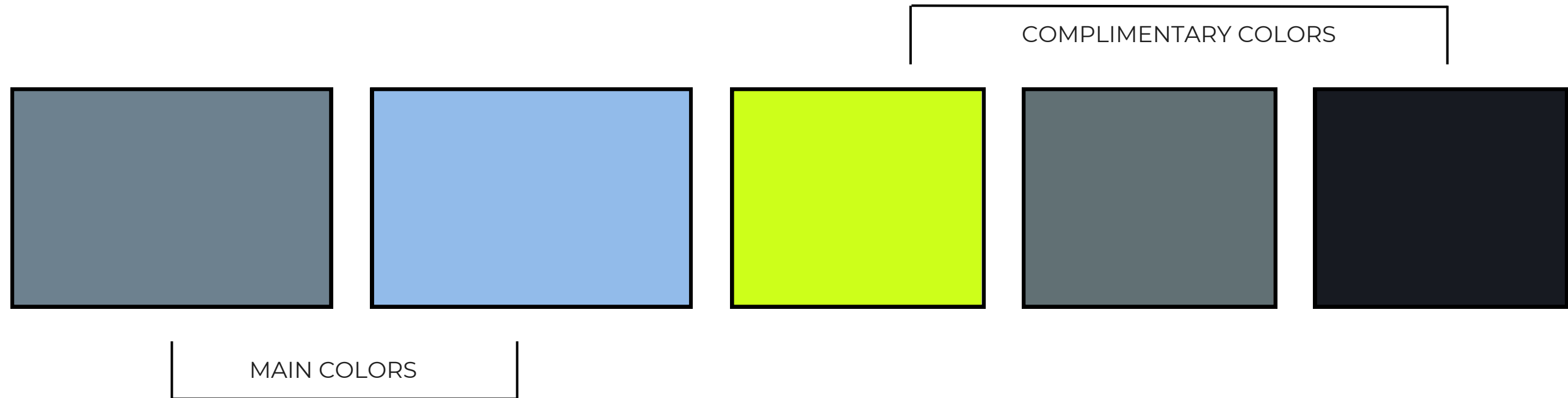
The advantage of using our color palettes is that you can easily customize them to create a unique look for your business.

Our palettes are professionally designed and include variations of shades, tints, and tones, so you can choose exactly what you need.

Create the perfect branding for your business by using our 20 color palettes!



PALETTE 01



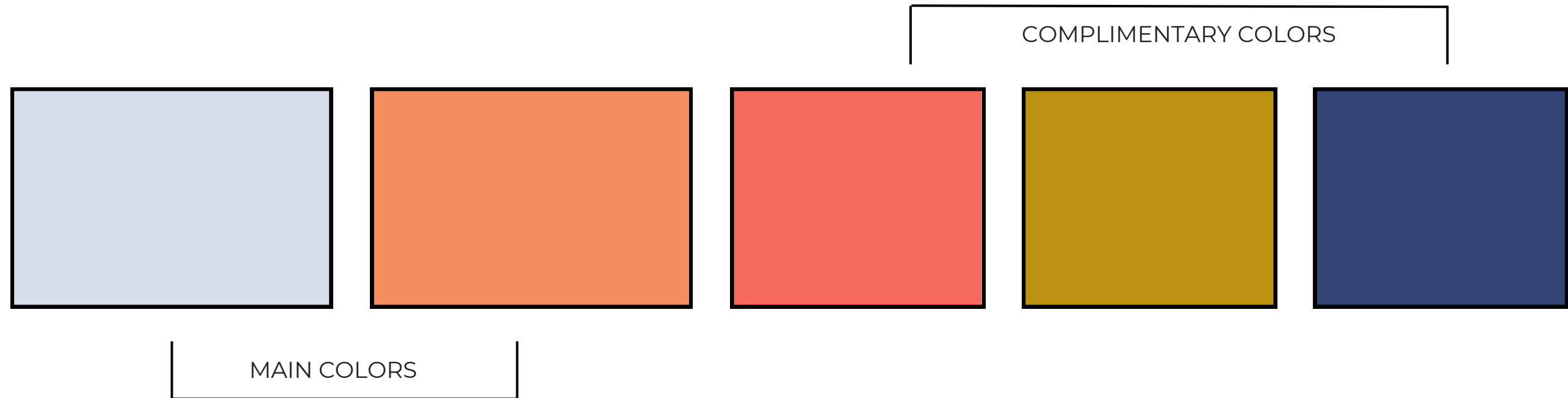
KEYWORDS:

- SOLID
- CALM
- YOUTHFUL
- MASCULINE

PERFECT FOR:

Finance or real estate sector business that wants to attract younger clients (like Millennials)

PALETTE 02



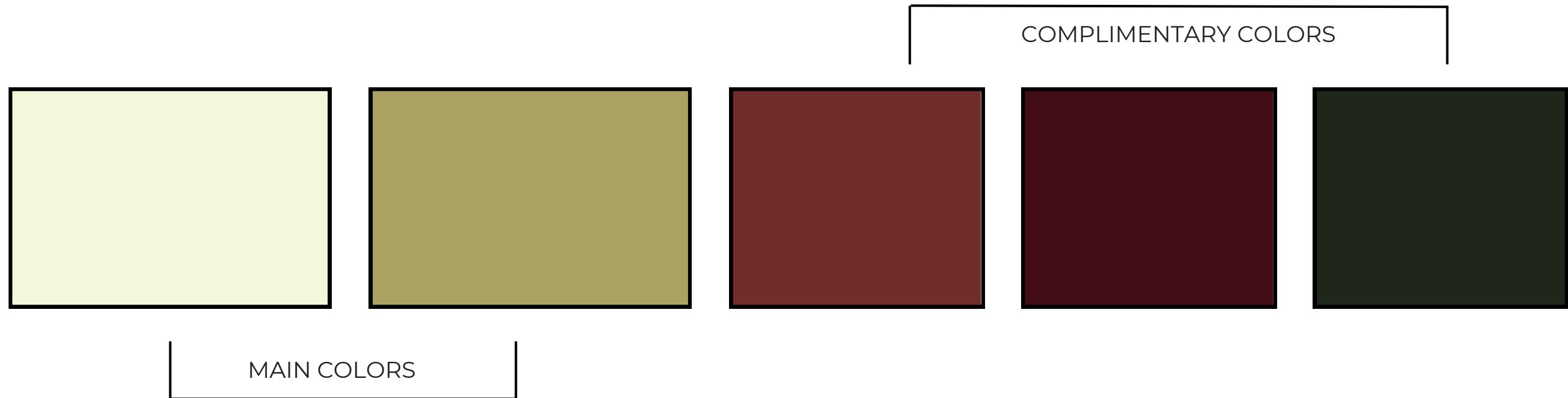
KEYWORDS:

- WARM
- COZY
- PLAYFUL
- ROMANTIC

PERFECT FOR:

Lover archetype business with a light, romantic personality. Great fit for cosmetic products for young women, student notebooks, or similar products.

PALETTE 03



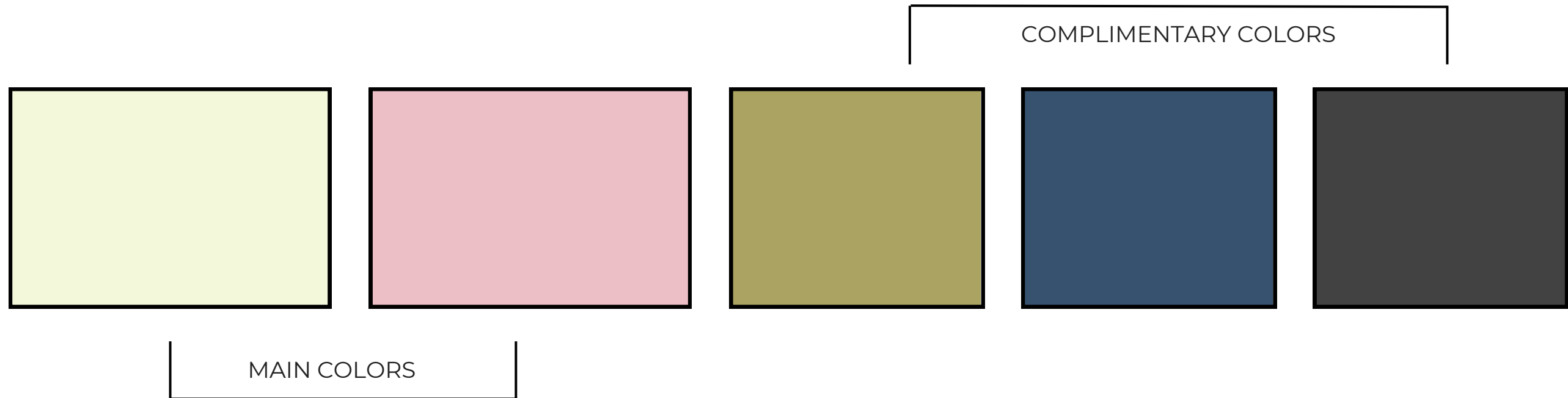
KEYWORDS:

- MATURED
- RELIABLE
- SAFE
- GROUNDED

PERFECT FOR:

A business that wants to represent itself as reliable & taking care of the client - like a comfortable hotel with a spa or massage salon.

PALETTE 03



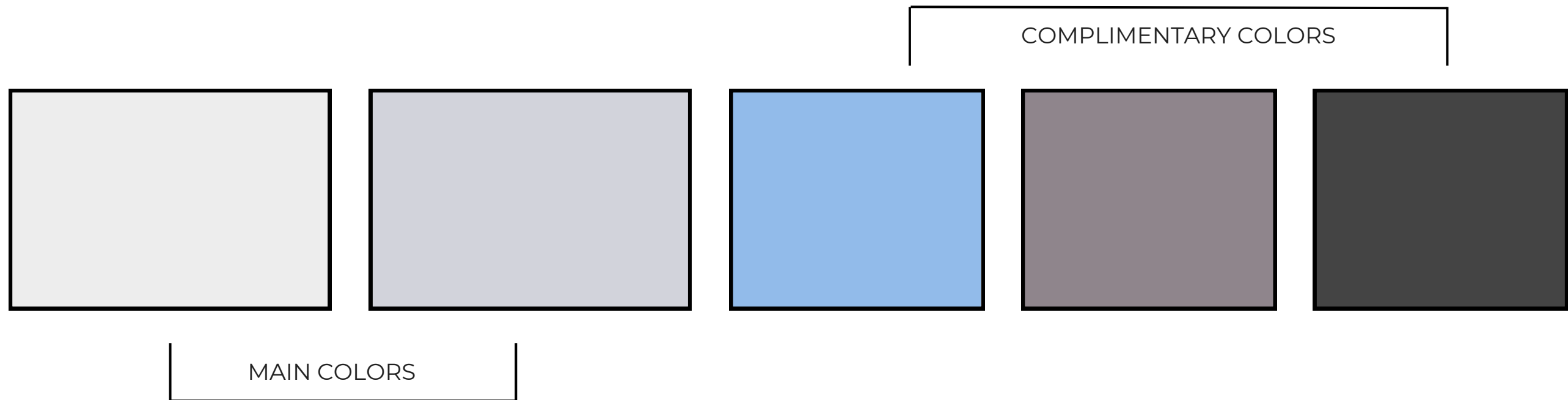
KEYWORDS:

- BRIGHT
- AIRY
- BABYISH
- BALANCED

PERFECT FOR:

Ice cream or dessert brand, also a family restaurant where families celebrate kids' birthdays.

P A L E T T E 0 4



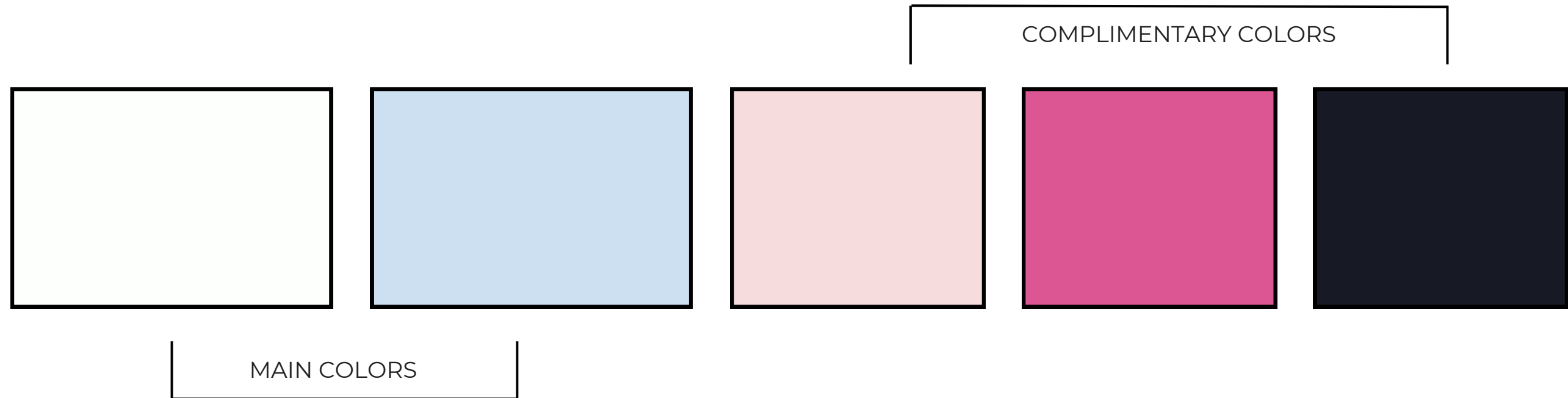
KEYWORDS:

- SOLID
- RELIABLE
- CORPORATIVE
- STEADY

PERFECT FOR:

Finance sector or any business which needs a very steady image as a reliable partner or adviser. Great fit for counselors, attorneys, or accountants.

PALETTE 05



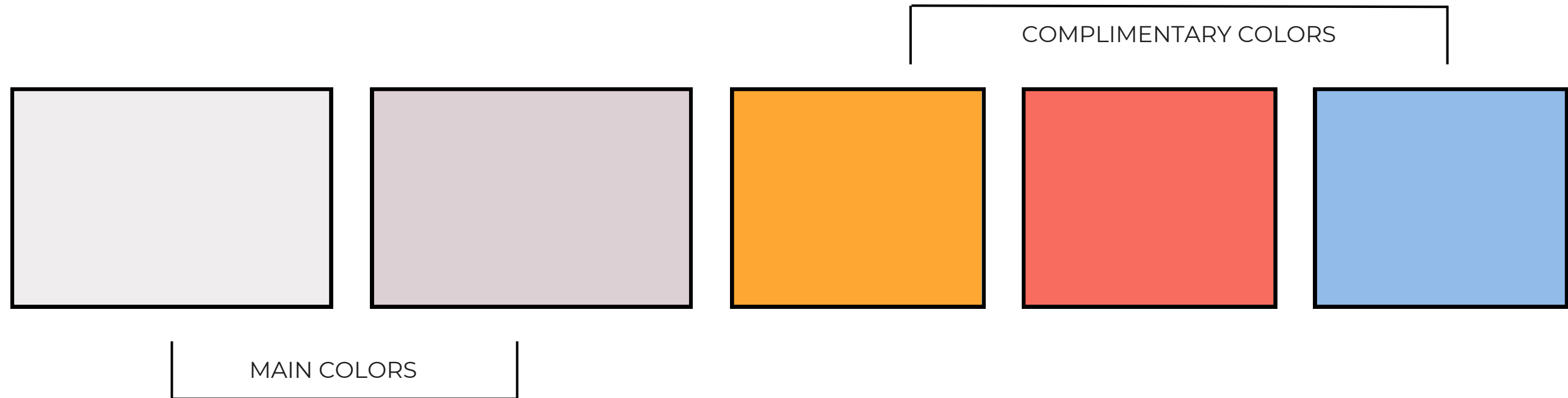
KEYWORDS:

- LIGHT
- VIVID
- FEMININE
- SWEET

PERFECT FOR:

The beauty or cosmetics brand whose audience is a young woman, sweets shop, or bakery.

PALETTE 06



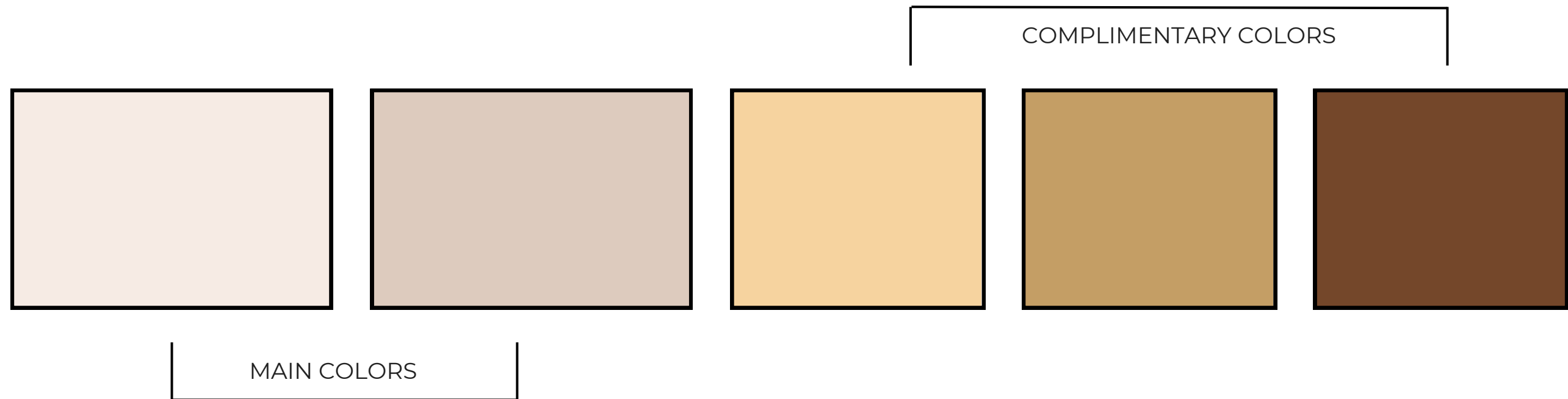
KEYWORDS:

- FUN
- VIVID
- LIVELY
- CHEERFUL

PERFECT FOR:

The beauty or cosmetics brand whose audience is a young woman, sweets shop, or bakery. Any brand which main goal & message is to bring joy for others

PALETTE 07



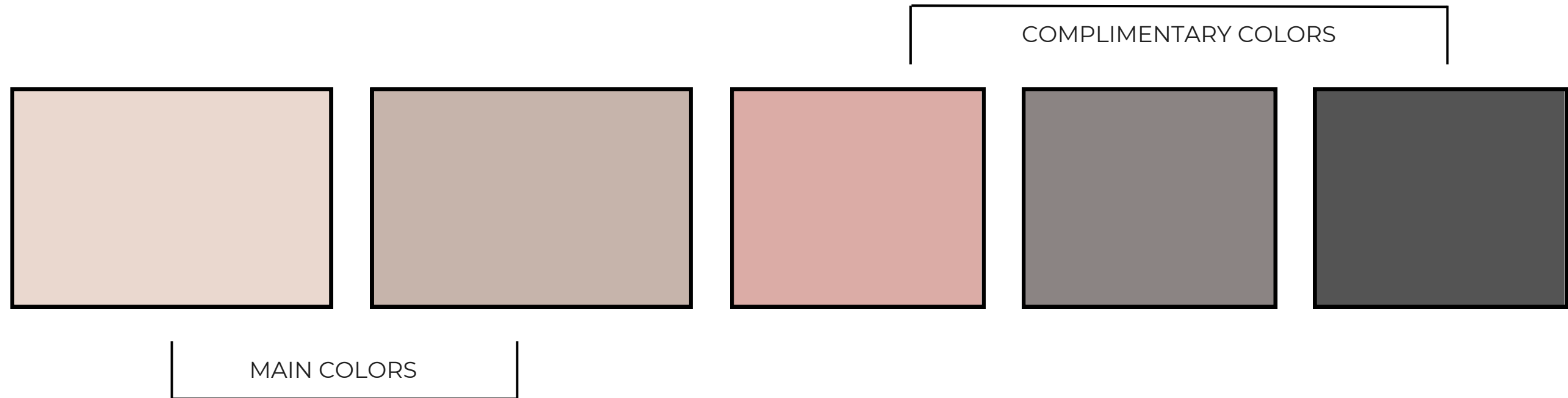
KEYWORDS:

- CALM
- SMOOTH
- RELAXING
- SUNNY

PERFECT FOR:

The beauty or massage salon, SPA treatments, or beauty therapist cabinet. Instantly creates a calm, relaxing mood and the feel of a safe oasis to rest.

PALETTE 08



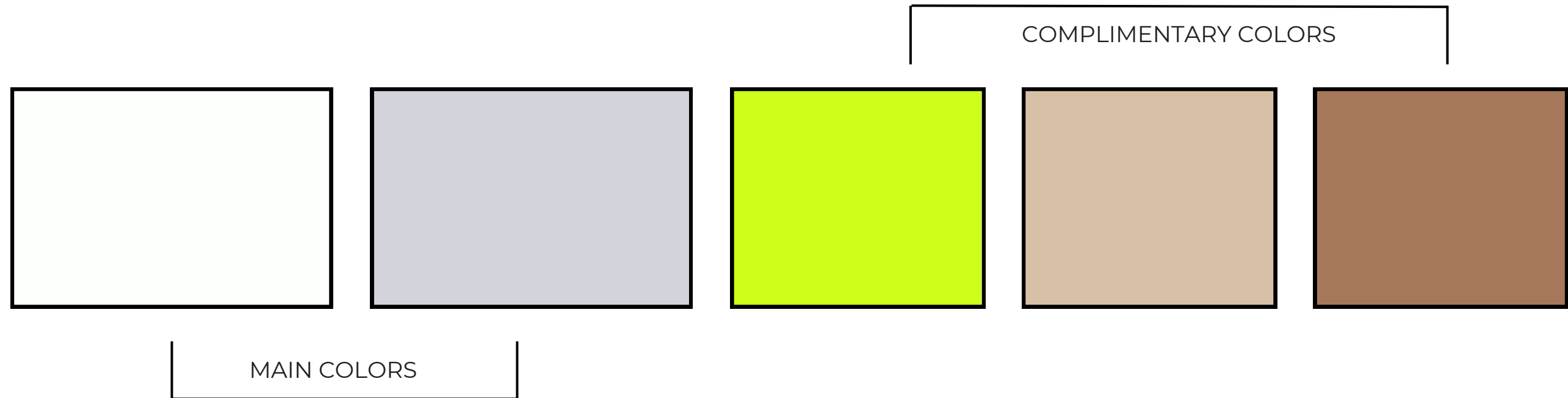
KEYWORDS:

- DUSTY
- SOFT
- FEMININE
- SUBTLE

PERFECT FOR:

A business that wants to represent itself as a feminine but mature brand. Perfect fit for expensive high-end beauty products or bridal brands.

P A L E T T E 0 9



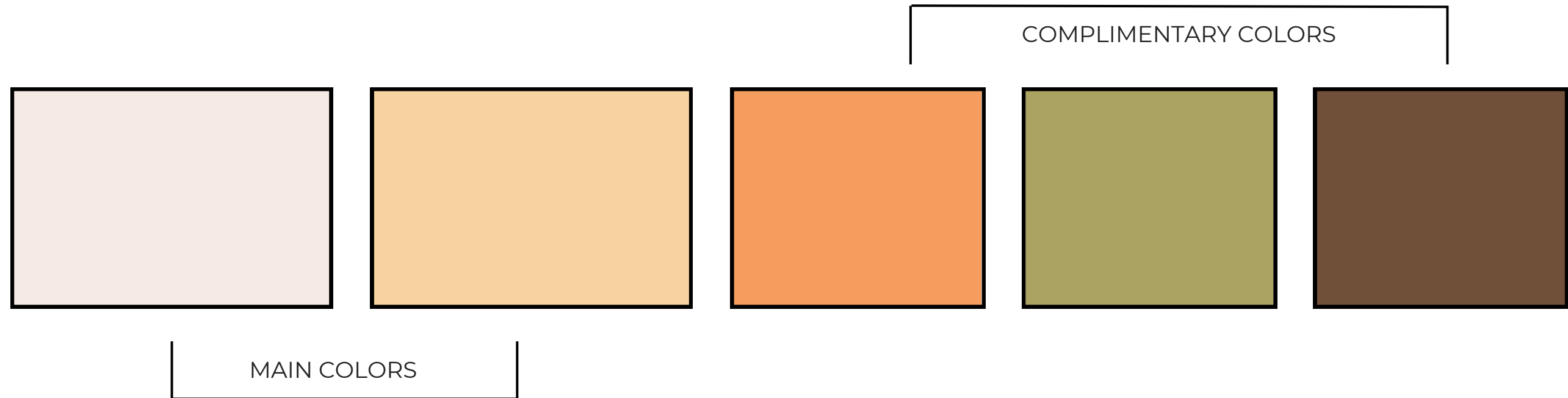
KEYWORDS:

- EDITORIAL
- BALANCED
- STYLISH
- MODERN

PERFECT FOR:

Fashion industry- fashion bloggers, expensive boutiques, or designers. Great fit for a brand that needs a very modern, stylish high-end look.

PALETTE 10



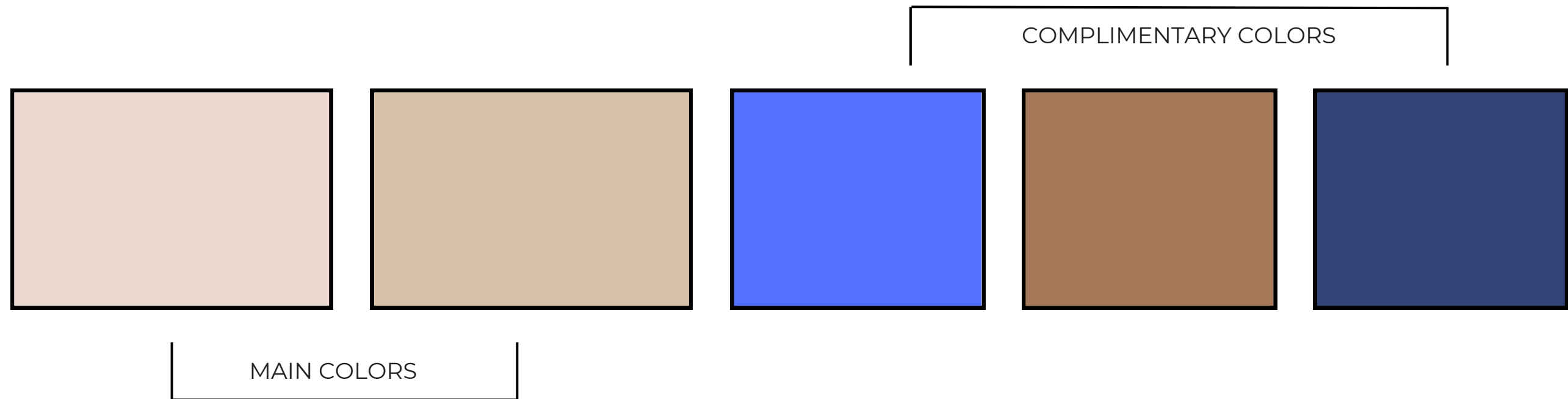
KEYWORDS:

- WARM
- COZY
- HOMEY
- TRADITIONAL

PERFECT FOR:

Home decor shops or manufacturers and handmade items like candles, pottery, or linen shop whose main values are traditions and coziness.

PALETTE 11



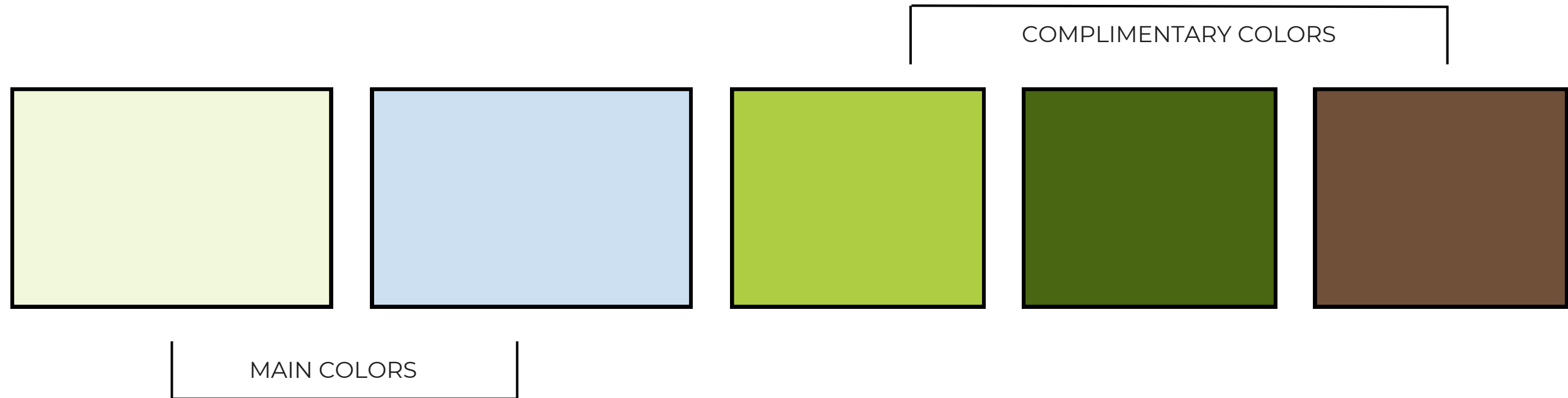
KEYWORDS:

- CALM
- PEACEFUL
- ELEGANT
- SOLID

PERFECT FOR:

Skincare or sleepwear brand, which radiates peaceful elegance. Also could be a great fit for consultation biz in almost any field.

PALETTE 12



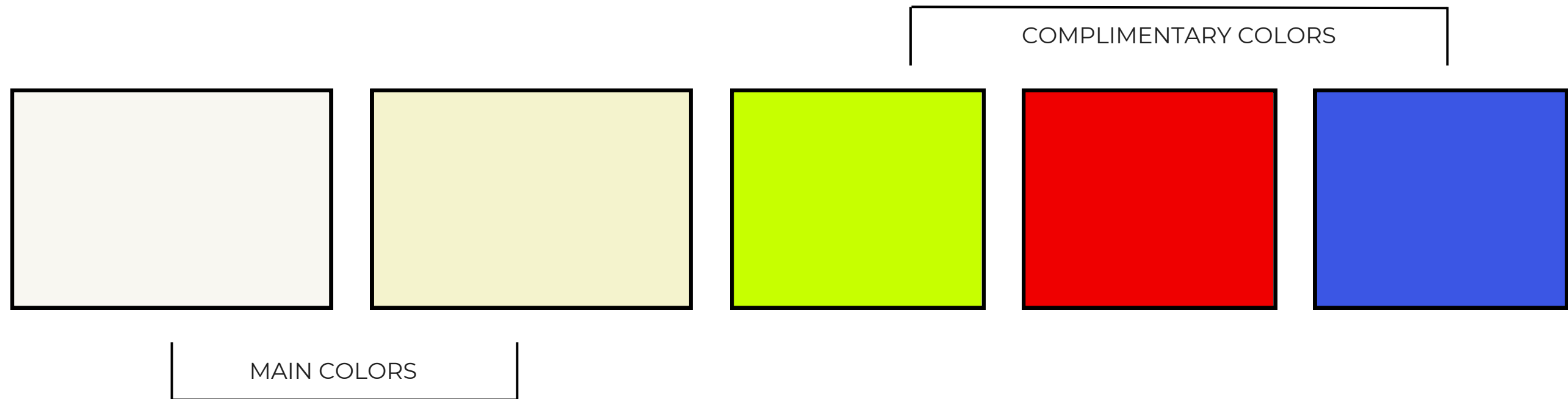
KEYWORDS:

- FRESH
- NATURAL
- PLEASANT
- LOOSE

PERFECT FOR:

Flowers boutique, landscaping company, or any business which basically deals with nature or flowers

PALETTE 13



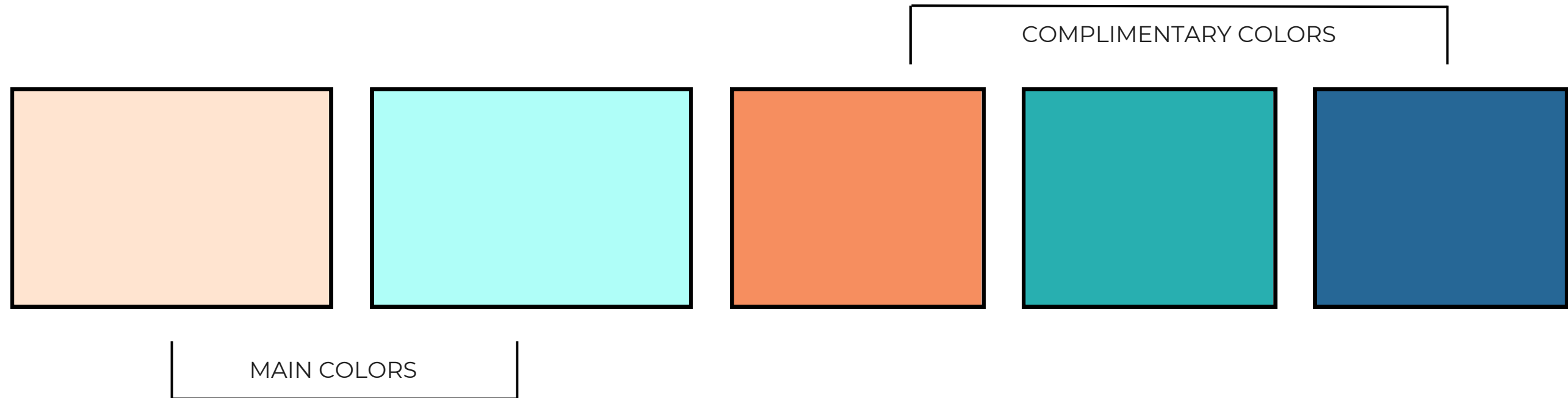
KEYWORDS:

- VIBRANT
- ENERGETIC
- ACTIVE
- DYNAMIC

PERFECT FOR:

Kids parties & birthdays organizer, kids' playrooms, or any kind of brand with a cheerful and playful character.

PALETTE 14



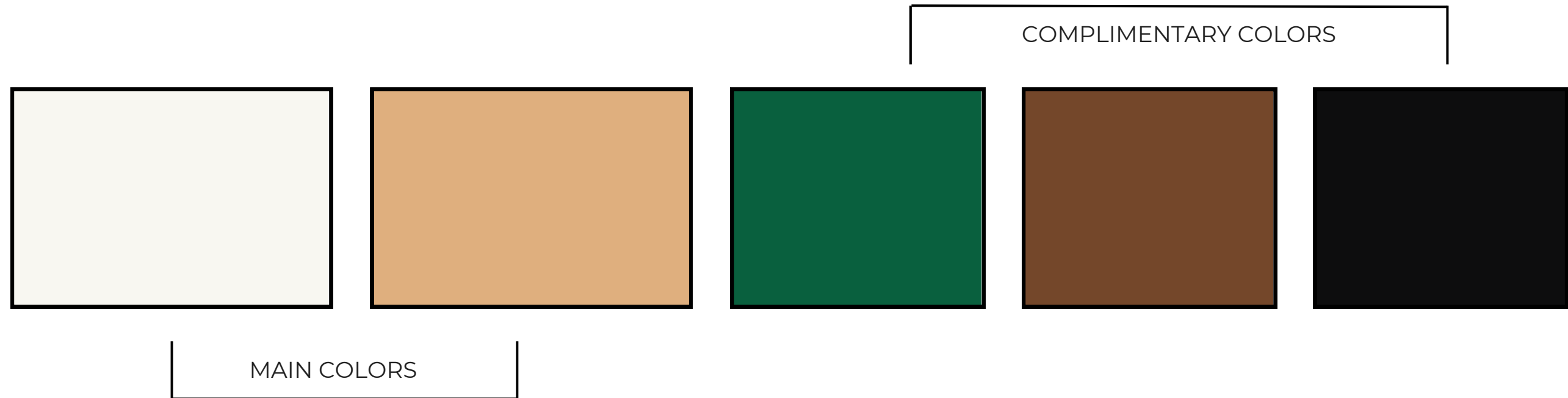
KEYWORDS:

- FRESH
- INSPIRING
- VITAL
- SPUNKY

PERFECT FOR:

A youthful fashion (swimwear or sportswear) brand, that demonstrates the vital temperament and fresh look. Also can look great for event planning business.

PALETTE 15



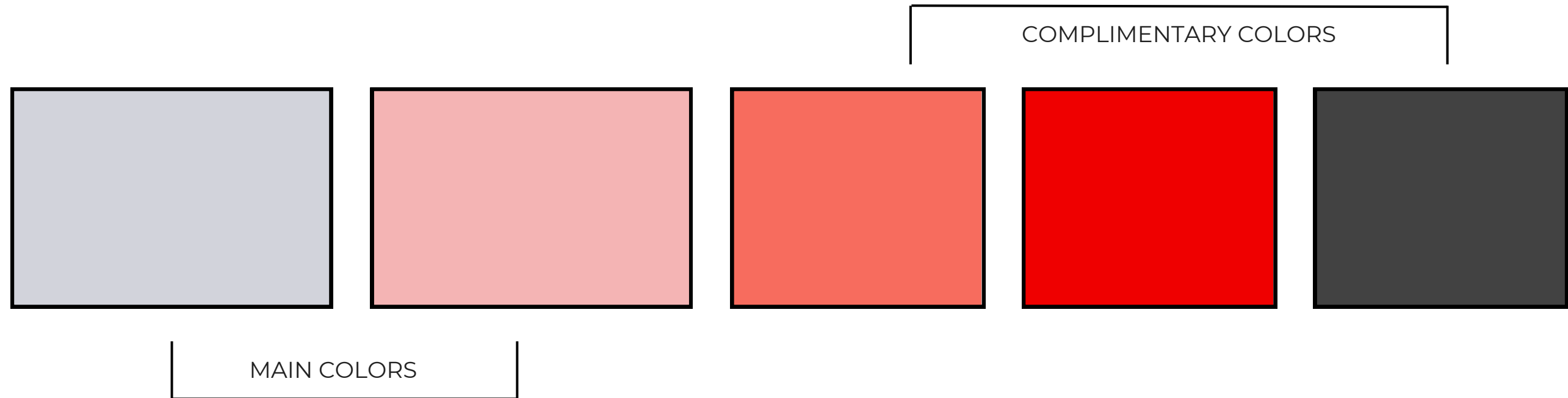
KEYWORDS:

- ELEGANT
- ECO-FRIENDLY
- SOPHISTICATED
- MATURE

PERFECT FOR:

Environmental brands or eco-friendly products. Because of the “outdoorsy” feel, this palette can be easily associated with organic, wholesome, or all-natural products.

P A L E T T E 1 6



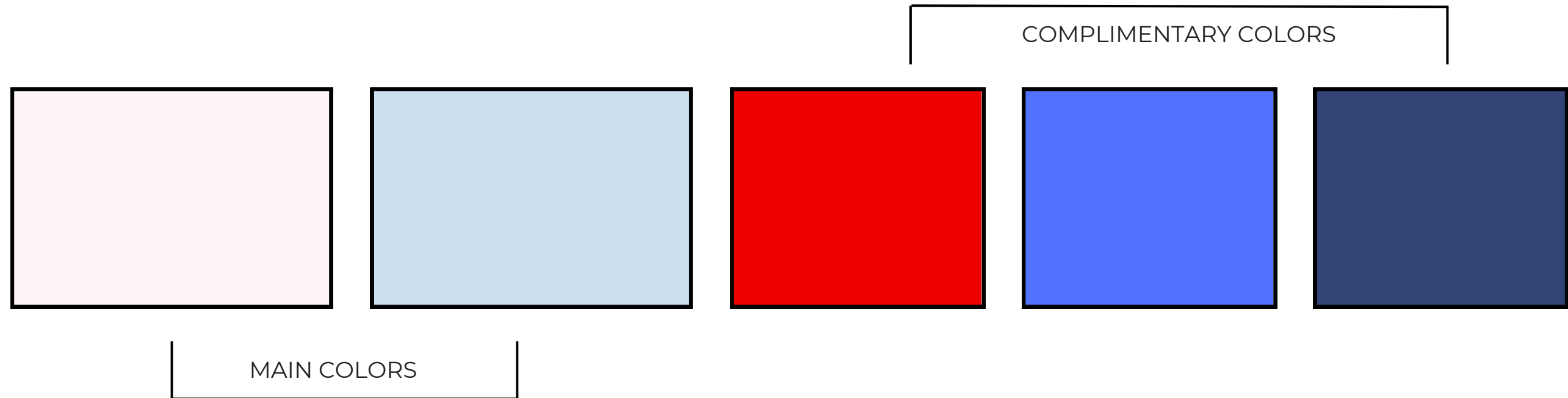
KEYWORDS:

- DYNAMIC
- REBEL
- SEXY
- AMUSING

PERFECT FOR:

Companies that are selling something adventurous, sportswear, but not security. Red tones also work well for brands based on passion, love and hunger.

P A L E T T E 1 7



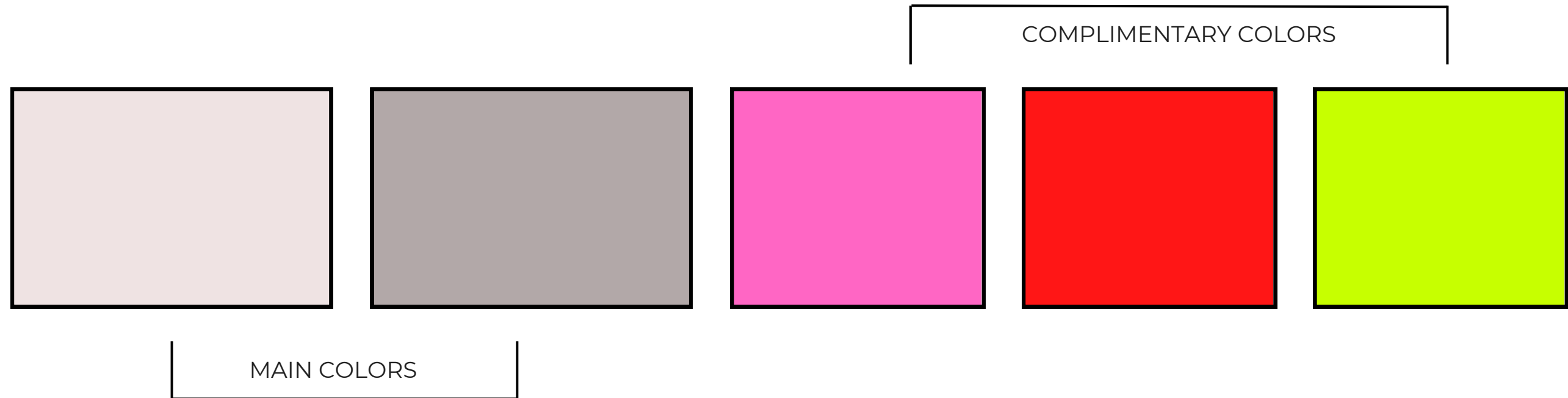
KEYWORDS:

- SPORTY
- ENERGETIC
- BRIGHT
- DYNAMIC

PERFECT FOR:

Sports brands or a gym with an energizing, zesty character due to highly stimulating & attention-grabbing contrast for viewers.

PALETTE 18



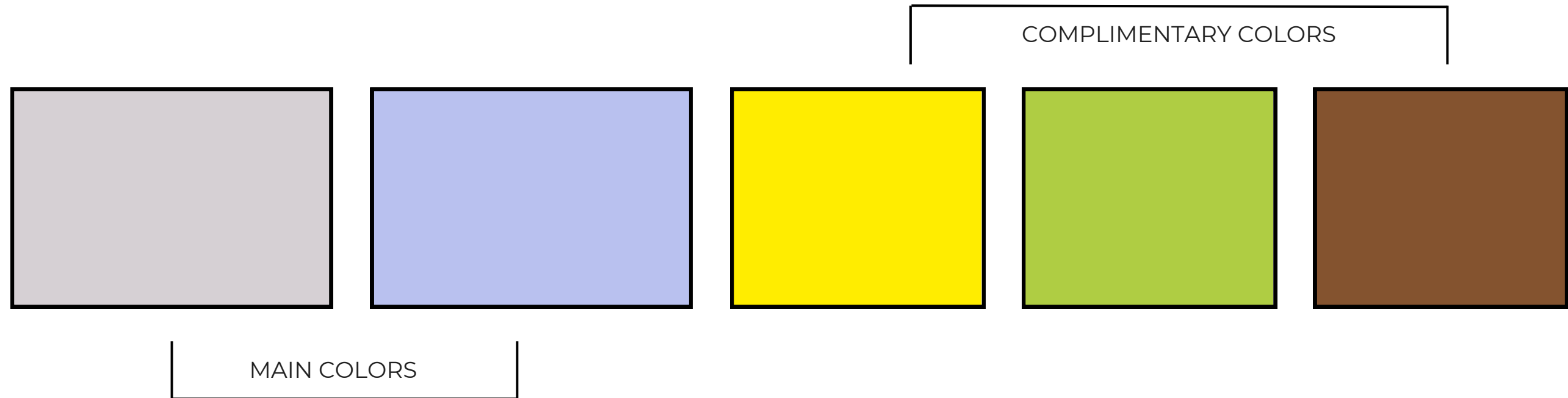
KEYWORDS:

- COLORFUL
- SWEET
- STIMULATING
- FUNNY

PERFECT FOR:

Kids & teens clothing, accessories, and activities brands, ice cream, or smoothies. Great fit for a brand full of energy and cheerful vibes.

P A L E T T E 1 9



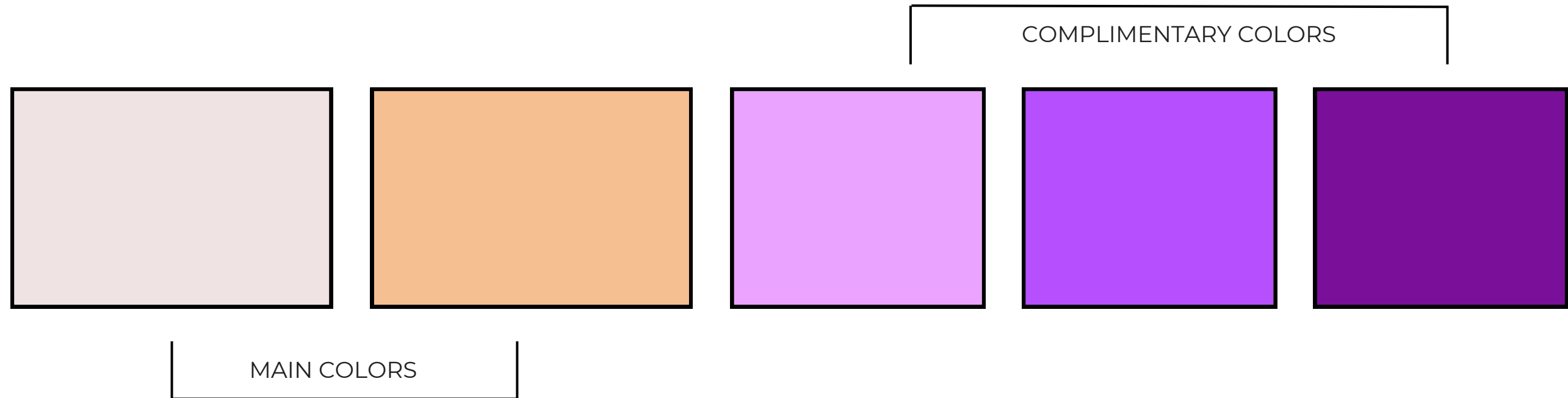
KEYWORDS:

- NATURAL
- PROSPER
- SIMPLE
- GENUINE

PERFECT FOR:

Nurseries, kindergartens & kids' activities organizers, kids' playrooms, or brands that have an association with nature.

PALETTE 20



KEYWORDS:

- GIRLISH
- MISTIFIED
- DREAMY
- ROMANTIC

PERFECT FOR:

Artistic or spiritual brands & coaches. who wants to represent a creative and unique. Great fit for an incense or candles business, which is intuitive and deeply interested in spirituality.