

Color Psychology In Marketing

+ The Best Hex Chart

Color plays a very pivotal role in marketing. It can make or break the first impression, be the difference in conversions, and even convey your brand's core mission to your audience. Here's 33 color schemes and their hex colors for ultimate color selection.

Red Color Schemes

power, passion, survival

#ed1c24 #b91e45 #65082f #0c1629 #dec5ac

Black Forest Apple

#a31e21 #ea5e51 #94c8d8 #35838d #032e34

Under The Coral

#b22930 #ea5e51 #f9bcbf #f0f5ee #a4c196

Summer Splendor

Orange Color Schemes

fun, adventure, friendly

#f26a21 #ee8b22 #efb964 #f5debc #ea5e51

Five Fruity Flavors

#ee8b22 #f7ac1a #f4e4d1 #cfe4c2 #afdab5

Orange Mint

#f58020 #bc6236 #7e706c #b4bcc9 #eaebe4

Giant Orange

Yellow Color Schemes

joy, optimism, warmth

#f7ac1a #ffc808 #c7c7c9 #e4e4e2 #eaecea

It's Not Winter Anymore

#f6e78b #ffc808 #f78f1e #009979 #007a67

Sunflower Bliss

#ffc20e #f58020 #d7e2de #465867 #212a32

The Light In Space

Green Color Schemes

life, health, harmony

#00997f #95d1ad #8ca581 #b1d238 #e8e613

Safari

#068c49 #8eca76 #9bd3b2 #3c6388 #0b1420

Swimming Hole

#c1c758 #607131 #643e46 #dfb19a #ccd1cb

Relic

Blue Color Schemes

soothing, reliable, trust

#1e5670 #4198b9 #6bb3c0 #91cfc9 #cde8f3

Bluegrass

#2d4e76 #99bcd9 #c4e5ef #33faf9 #bbabd0

Blue Oyster Cult

#414f67 #85a9a2 #aed9d8 #f9f1e6 #f2c494

Beach House

Purple Color Schemes

royalty, creativity, spiritual

#61355f #9b4980 #aad3e0 #0d9aa2 #045f6b

Amethyst In Ireland

#e3c7d8 #b58fb5 #834a6c #512e47 #23212c

Lavender Royal Throne

#a16e8a #643f5a #cfbeb7 #f1ead7 #e99a9a

Saturday Morning

Pink Color Schemes

compassion, love, hope

#facee1 #f5a1bc #e15987 #e61b44 #8b1821

Be Mine

#e67b79 #f7cece #eec9bc #e1f1ea #91c7c2

Summertime

#b8335b #d7a8b2 #c4d4ca #809e73 #31401c

Denmark Tulip Fields

Brown Color Schemes

security, support, safe

#9f693e #d1a982 #81555c #97472f #471d21

Fall Sunset

#d4cfb8 #bcae90 #7f684a #c1bdba #e8e9ec

Quiet Landscape

#bcae90 #97795d #4e6470 #366f9b #072139

Mountain Range

Gold Color Schemes

treasure, confidence, charm

#efecd9 #c4a872 #c79e53 #444253 #141a27

Starry Night

#e2d59e #c79e53 #425143 #2b736f #96aba4

Rich Emerald

#e2d59e #c79e53 #efecd9 #414042 #231f20

Luxury

Black Color Schemes

sophisticated, luxury, serious

#0c0d10 #222d33 #334f5b #829997 #d7e1e0

Hidden Cave

#141016 #2d2e3b #696b78 #c5b1bd #b7c2d5

Black Ice

#0c0d10 #6d6e71 #e8dad4 #f4f0ec #e8e8ea

Soft Darkness

White Color Schemes

pure, innocense, peace

#ffffff #f1f2ed #cfc7b9 #89847e #454c58

Seaside Paradise

#ffffff #e7e8e2 #ece3db #d9e4e6 #6e6e73

Pristine Palette

#ffffff #f7f8fa #efeeee #d6d7d9 #9da3a6

Clean Laundry