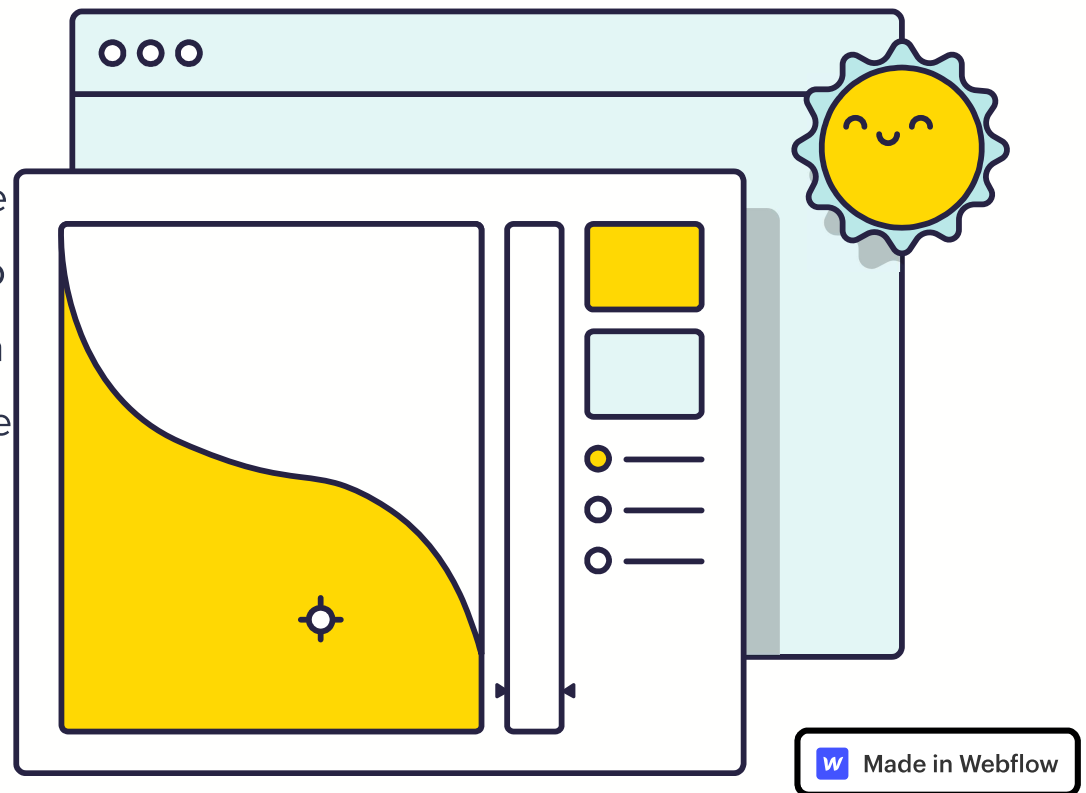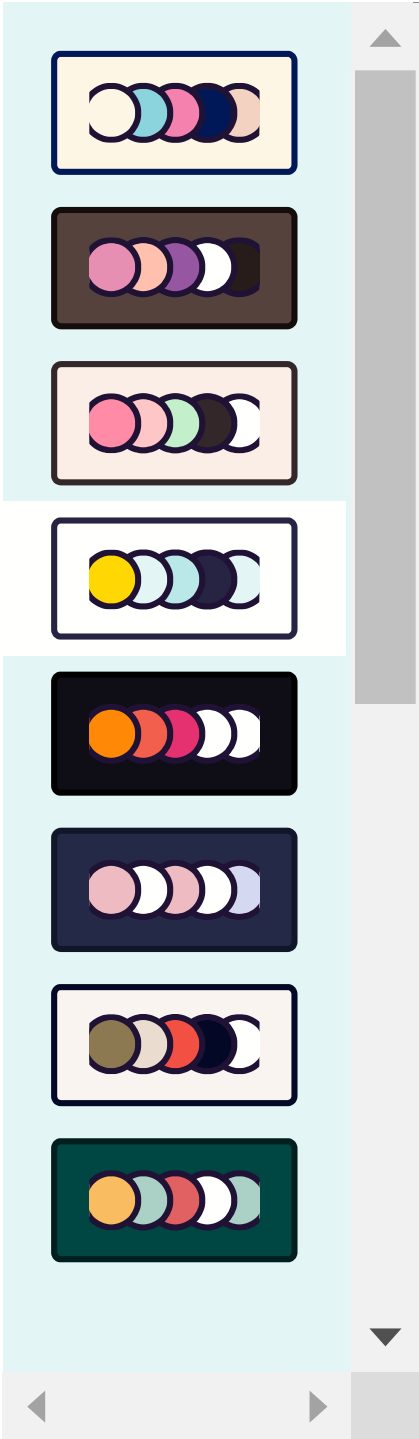**Happy Hues**

Toggle palettes   **Toggle section colors**

Curated colors in context.

Not sure what colors to use in your designs or where to use them? Happy Hues is a color palette inspiration site that acts as a real world example as to how the colors could be used in your design projects.

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Happy Hues - Curated colors in context.

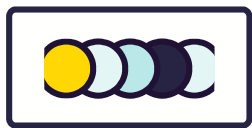**Try changing the palette!**

This sections hues

Click to copy the hex code to your clipboard

Elements

Background	#fffffe	Headline	#272343	Paragraph	#2d334a

Button	#ffd803	Button text	#272343

Illustration

Stroke	#272343	Main	#fffffe	Highlight	#ffd803

Secondary	#e3f6f5	Tertiary	#bae8e8

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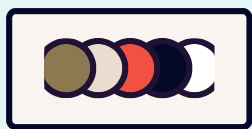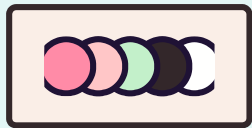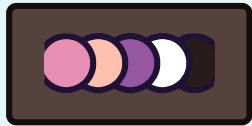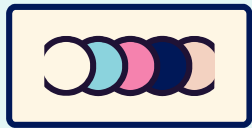
Color terminology

Let's learn the terminology of color. You can think of each of these as 'levers' that you pull to create different colors.
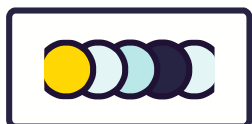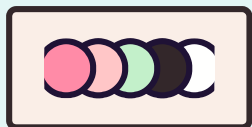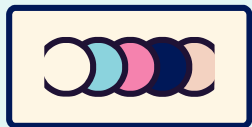
Hue

Hue is basically a fancy name for color... Sort of. Hue refers to the parent color, or rather the fully saturated color that doesn't have

Tint

A tint is created when you add white to a hue. When working in Figma, Sketch or any of the adobe programs, you ca

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any white (tint) or black (shade) added to it.

a tint by lowering the saturation value of your hue.

Shade

A shade is created when you add black to a hue. Again, when working in Figma, Sketch or any of the adobe programs, you can create a shade by lowering the brightness value of your hue.
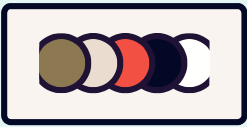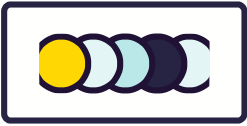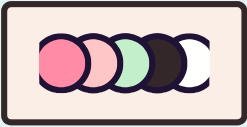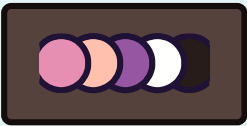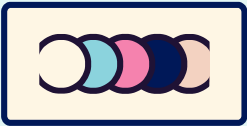
Tone

A tone is in between a tint and a shade. Basically you're adding grey, aka both white & black, to your hue.

Value

Saturation

Value refers to the measurement of brightness of a hue. Basically it's how light or dark the color is and how much light it emits.

Saturation refers to the purity of the color. High saturated colors are very vibrant and bright, while low saturated colors are kinda dull.

This sections hues

Click to copy the hex code to your clipboard

Elements

| Background | #e3f6f5 | Headline | #272343 | Sub headline | #2d334a |
| Card background | #fffffe | Card heading | #272343 | Card paragraph | #2d334a |

Icons

| Stroke | #272343 | Main | #fffffe | Highlight | #ffd803 |

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| Secondary | #e3f6f5 |
| Tertiary | #bae8e8 |

The psychology of color

Each color portrays a different feeling or emotion, and by understanding the psychology of color, you can choose a color that will resonate with your

Red   Primary color

Red is a very emotionally & visually intense color that can actually have a physical effect on people by raising their metabolism, respiration, heart rate, as well as making them hungry. That combined by with the fact that red is very attention grabbing, you see red used in the branding of pretty much all fast food chains.

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target audience and give off the

vibe & emotion you want.
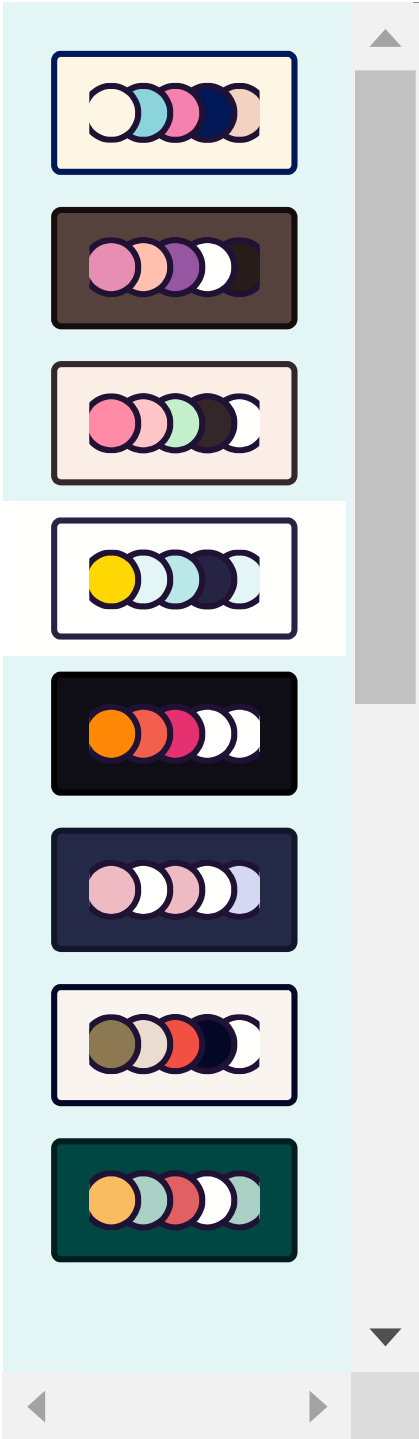
Often associated with

Courage   Power   Strength

Danger   Anger   Love   Passion

Romance

Yellow   Primary color

It's all about the sun, baby! Yellow is a bright & energizing color that evokes feelings of happiness & positivity. It also grabs your attention, so it makes for a great call to action, and it's why you'll see it used as warning signs or combined with red in basically all fast food logos.

But just a heads up, studies have shown that the color yellow can trigger the anxiety centers of

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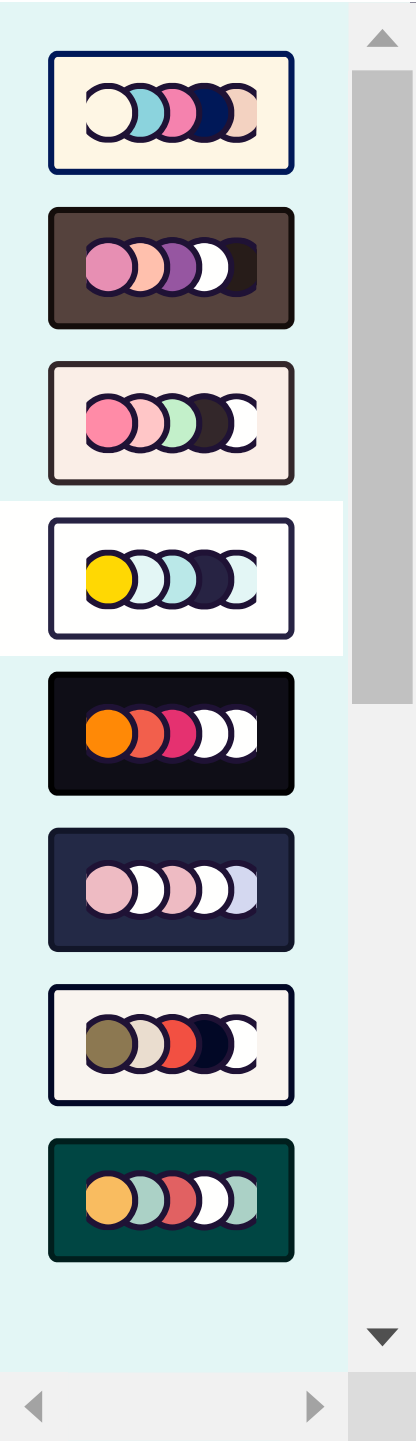
brain, so don't go painting your walls a saturated yellow unless you want a short temper and crying babies.
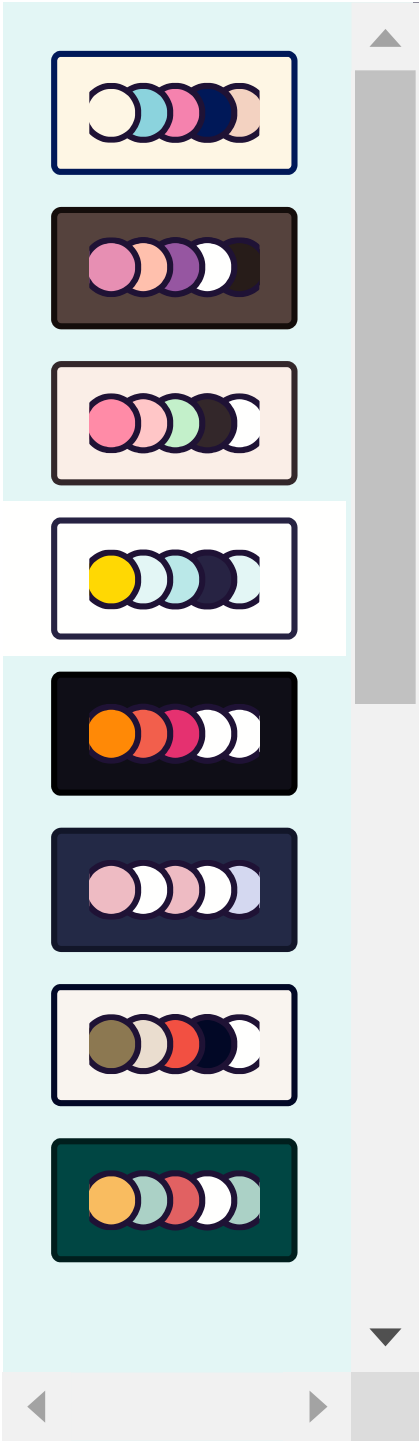
Often associated with

Sunshine Childish Fun

Happiness Optimism Positivity

Caution Anxiety Cowardice

Blue   Primary color

Blue is a very calming color and can actually slow your metabolism (notice how there's little to no food brands that use blue in their branding). It's a broadly appealing color, which is why global companies like Facebook & Twitter use it for their logos. Although it is a broadly appealing color

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to be favored by men, with over 50% of men studied saying blue was their favorite color.

Often associated with

Calmness Tranquility Stability

Loyalty Faith Heaven

Loneliness Sadness

Green   Secondary color

Green is the color of nature. It's soothing on the eyes and can promote healing... Seriously, it can lower your blood pressure, calm your mind and also suppress your appetite. Green is a great choice is your brand is associated with nature, health or money.

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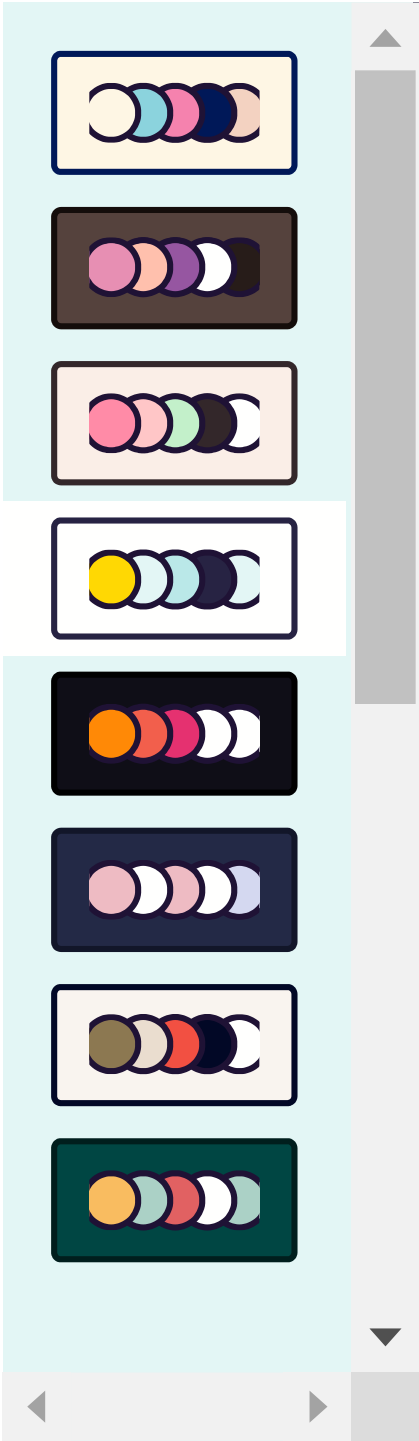
Often associated with

Health   Nature   Environment

Cleanliness   Safety   Growth

Money   Greed   Envy

Orange   *Secondary color*

Orange is the less aggressive baby brother of red. It's highly visible (though less so than red) which is why you'll see it used in construction and safety hunting equipment. It makes for a great call to action.
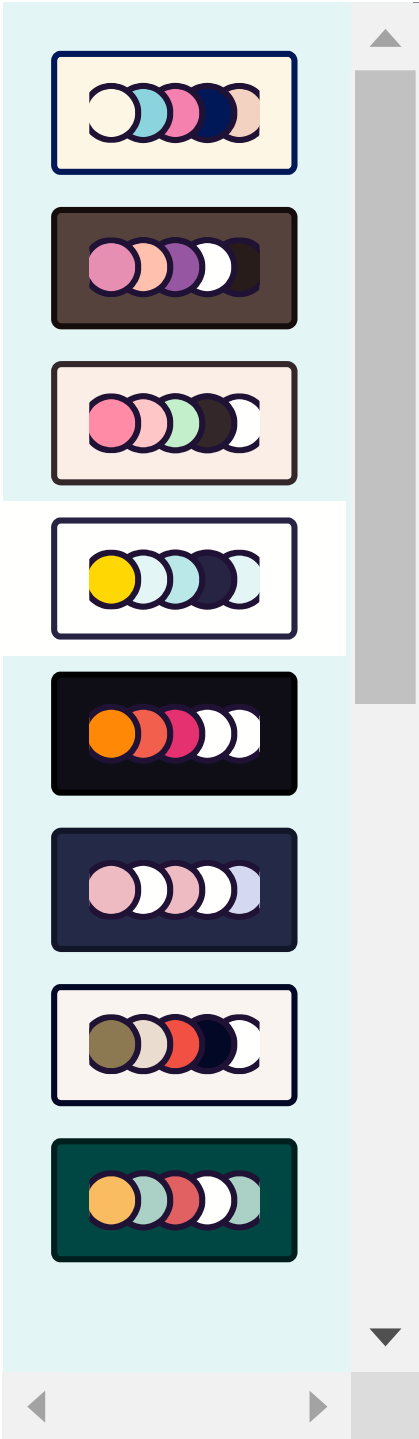
Often associated with

Friendliness   Energy   Adventure

Enthusiasm   Creativity   Fun

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DIY

Purple   **Secondary color**

Purple thinks it's better than all the other peasant colors. Lol, jk ;) Purple just has a history of being the color of superiority, being used by royalty to flaunt their position & power. It's associated with power, nobility, prestige & luxury. Purple can fall on both the warm and the cool side of the color wheel depending on how much red vs blue is added.

Often associated with

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Royalty Luxury Sophistication

Magic Spirituality Moodiness
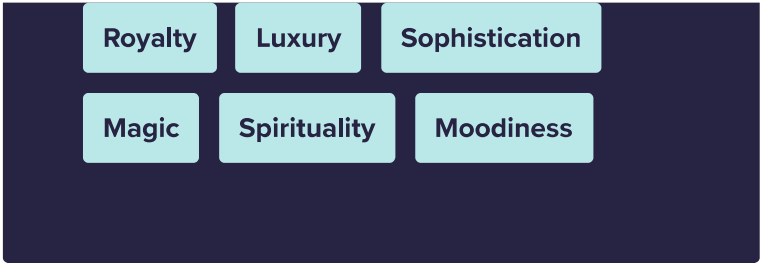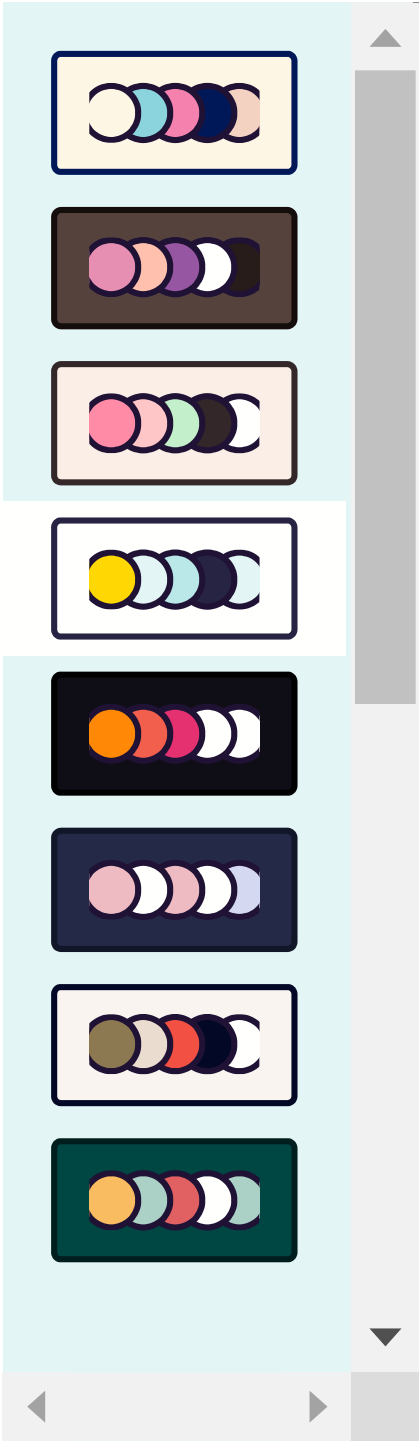
White   Neutral color

White is the blank canvas color that has all sorts of meanings to it. It's connected to cleanliness, virtue, purity, innocence... In North American cultures that is. In other parts of the world it can have an opposite meaning.

White pairs great with basically any color on the spectrum. It has high contrast with pretty much all other colors and allows other colors to shine through, so it's a great choice for background colors.
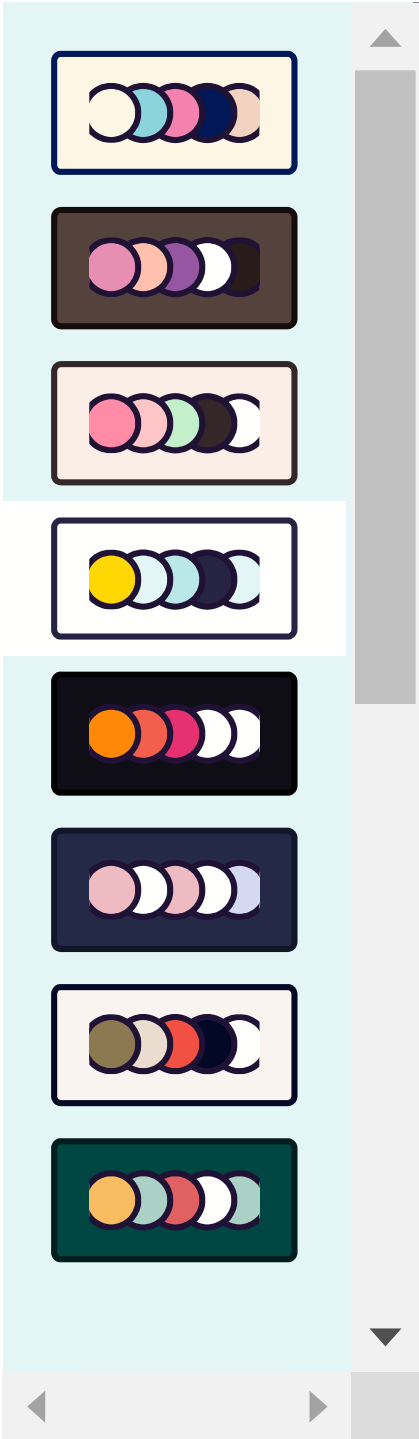
Made in Webflow
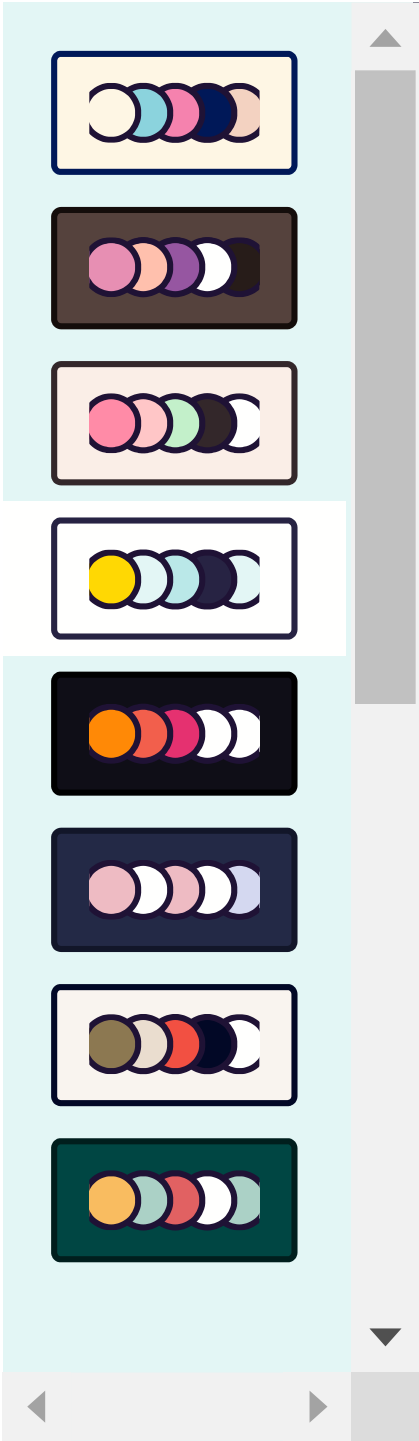
Often associated with

Innocence Purity Cleanliness

Virtue Sterile Plain Empty

Black
Neutral color

Black is a very powerful color... Well kind of. Black is the absence of color (ie light), which means it is not really a color itself. It has very high contrast, especially with white, so it's a popular color to use on the web.

Often associated with

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Happy Hues - Curated colors in context.

| Power | Elegance | Sophistication |
| Mystery | Fear | Death | Sadness |
| Evil |

This sections hues

Click to copy the hex code to your clipboard

| ○ Background | #fffffe | ● Headline | #272343 | ● Paragraph | #2d334a |
| ● Card background | #272343 | ○ Card headline | #fffffe | ○ Card paragraph | #2d334a |
| ○ Card tag background | #bae8e8 | ● Card tag text | #272343 | ○ Card highlight | #bae8e8 |

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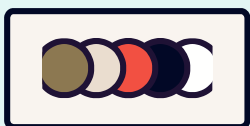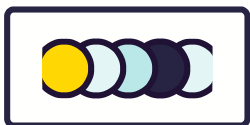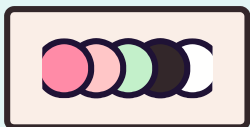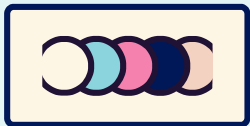
Who's behind Happy Hues?

Hi there 👋 My name is **Mackenzie Child**, I'm the maker of Happy Hues. One of my favorite things to do is launch fun, useful and sometimes silly side-projects that I think should exist outside my head :)

My goal with Happy Hues was to try to remove the issue where you know you like a color palette, but you're unsure about how to apply it to your design or illustration. I built this site to not only give you color inspiration, but also

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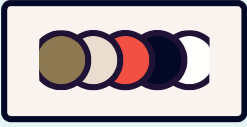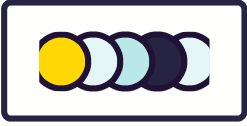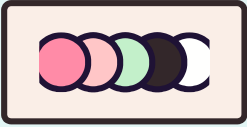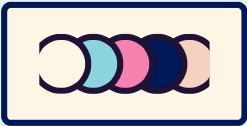
give you an example as to how and

where you could use the colors.

Some of my other projects

Colorables

Free printable coloring
pages for adults & kids
alike.

Acme Logos

Professional
placeholder logos for
your designs projects.

Blocks
wireframe

Makes wireframing as
simple as drag & drop.

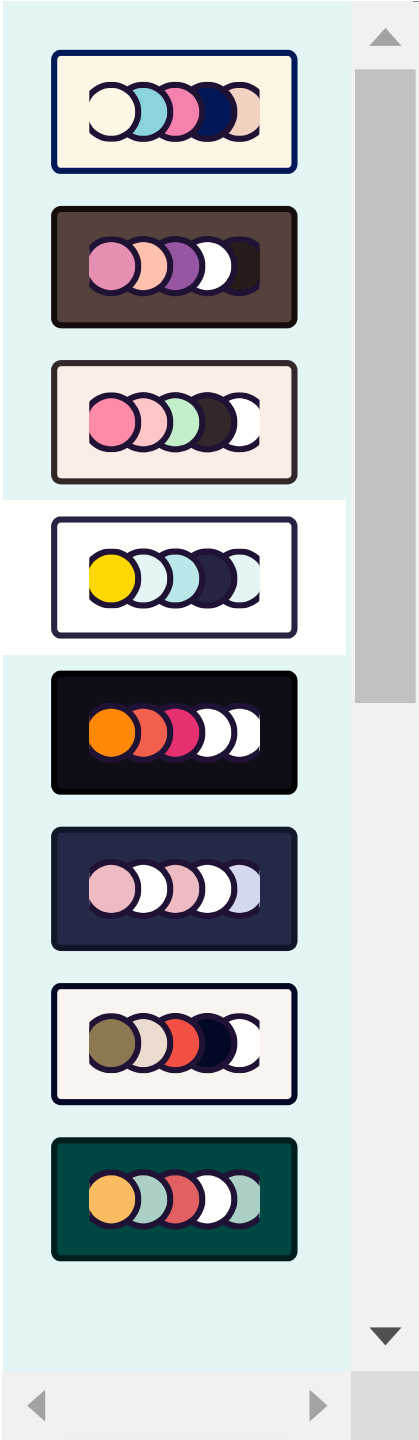## Want to hear about what I build next?

First name

Your name

Email Address

you@example.com

Subscribe

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This sections hues

Click to copy the hex code to your clipboard

Elements

⚪ Background #e3f6f5	⚫ Headline #272343	⚫ Paragraph #2d334a
⚫ Link #272343	⚪ Card backgroud #fffffe	⚫ Card headline #272343
⚫ Card paragraph #2d334a		

Newsletter

🔵 Background #bae8e8	⚪ Form input #fffffe	⚫ Label & placeholder #272343
⚫ Form button #272343	⚪ Form button text #fffffe	

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