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Blog (/blog/) 7 Amazing Website Color Schemes 2021 + Color Mood Board Schedule Call (/contact/)

By [Tim Brown \(<https://hookagency.com>\)](#) • Updated October 14, 2020 • 9 Comments

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Have this post read to you in a natural voice, so you can do other things:

0:00 / 0:00

Website color schemes have more of an effect on the persuasiveness of your website than most businesses would like to admit.

- “It’s just a frilly add-on”
- “Let’s just use the colors we used last time.”
- “Let the CEO or the management change it however they want.”

Below we share why color schemes matter and will give you 58 Website Color Schemes for 2020 – 2021!



Tim Brown

Tim Brown is the owner of Hook Agency (<https://hookagency.com>), an SEO (<https://hookagency.com/seo-packages/>) and Web Design (<https://hookagency.com/minnesota-web-design/>) company focused primarily on driving traffic (<https://hookagency.com/small-business-seo>) and leads (<https://hookagency.com/roofing-leads>) for small businesses (<https://hookagency.com/small-business-web-design>), roofers (<https://hookagency.com/roofing-seo>) and construction companies (<https://hookagency.com/contractor-web-design-construction-websites>).



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one of the top aspects of web design that will make your
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 website MORE ATTRACTIVE + BEAUTIFULLY

DESIGNED.
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38 percent of visitors will stop engaging with a website if the content or layout is unattractive. (Blue Corona)

Given 15 minutes to consume content, two-thirds of people would rather read something beautifully designed than something plain. (Source: Adobe)

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 (<https://twitter.com/timbrownmpls>)

(<https://www.instagram.com/hookagency>)

(<https://www.youtube.com/channel/UCeO>:

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8 NEW COLOR SCHEMES FOR 2021

Website color schemes for 2021 – will include a lot of use of photography to solidify the color scheme – a lot of shape cutouts out of white, and a splash of similarly bright colors that draw your eye, but then settle you into deeper – natural colors with the use of earth tones, and deeper hues.

First here are few predictions for color trends in 2021 based on fashion designers and paint companies:



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1. Infrared & Purple



Bright Red: #DE354C

Get a partner that cares focused on Web design and SEO to Hook better leads:

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Deep Red: #932432

Pure Purple: #3C1874

Purple Tinged Grey: #283747



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2. Earthtone Red and Green

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The screenshot shows the homepage of Sanborn Canoe Company. On the left, there is a vertical color palette with five squares: a red square (#B73225), a dark blue square (#004E7C), a maroon square (#591COB), a dark grey square (#5C5F58), and a light grey square (#DCE1E3). The main content area features a large image of a man and a woman in a wooden canoe on a calm lake, surrounded by a forest. The website's header includes the company name and a 'SHOP' button. Below the image, there are two sections: 'Peter Grubb Hut' and 'Desolation Wilderness', each with a small image and some text.

COLOR CURATION: [HOOKAGENCY.COM/COLOR](https://hookagency.com/color)

Red Highlight: #B73225

Blue Minded: #004E7C

Maroon 6: #591COB

Grey Water: #5C5F58

Lighter Grey: #DCE1E3

3. Tan + Green Website Color Scheme 2021 by Gatto Web (<https://www.gattoweb.com/>)



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Makeup Tan: #DDAF94

Blush: #E8CEBF

Complimentary Green: #266150

Dark Highlight: #4F4846

Lightly Off White: #FDF8F5

4. Classic Double Blue Color Scheme



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Dark Blue: #12232E

Lighter Blue: #007CC7

Lightest Blue: #4DA8DA

Shadow of Dark Blue: #203647

Shadow of Light Blue: #EEFBFB

5. Greyscale + One (Yellow) 2021 Website Color Scheme



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Blackish: #202020

Dark Grey: #3F3F3F

Medium Grey: #707070

Egg Yellow: #FFD6C

White: #FFFFFF

6. Greenery + Gradients Website Color Scheme 2021 by Anna Senkova (<https://dribbble.com/shots/6542941-Cacti-Succulents-Store-Web-site-Concept>)



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Dark Green: #164A41

Medium Green: #4D774E

Light Green: #9DC88D

Natural Yellow: #F1B24A

White: #FFFFFF

7. Greener + Pearl Website Color Scheme 2021 by Delightful Designs

(<https://creativemarket.com/delightful.design/2798793-UI-Kit-Lombok#fullscreen>)



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Olive: #A3BCB6

Green Leaf: #39603D

Brown Grey: #3C403D

Tanly: #DADED4

White: #FFFFFF

COLOR MOOD BOARD FOR 2021



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I hope you enjoyed these website color schemes, and this mood board for 2021 website color schemes. I know it was super fun putting it together – and although it's low word count, it took a good amount of time to curate.

HERE'S THE ORIGINAL POST! WEBSITE COLOR SCHEMES 2020-2021

Web design can be fun!

Especially when you have the right color scheme.

That's why we've curated the absolute best of the best **50 epic color schemes** from the far reaches of Dribbble, Awwwards, Pinterest, Behance, and a couple of great blogs (<https://hookagency.com/blog-length>).

After you done finding the web color palette of your dreams – check out our [Analytics Basics \(/google-analytics-basics\)](#), [SEO Basics \(/seo-basics\)](#), and our [Modern Fonts \(<https://hookagency.com/fonts-2019/>\)](#) articles to continue making your website awesome. And, of course, let us know if we can ever help you with our [small business website design services \(<https://hookagency.com/small-business-web-design>\)](#)!

SUMMER 2020 UPDATE – 13 NEW WEBSITE COLOR SCHEMES FOR 2020



<https://www.benance.net/gallery/color-palettes-dre-back>

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Bright blue: #51e2f5

Blue Green: #9df9ef

Dusty White: #edf756

Pink Sand: #ffa8B6

Dark Sand: #a28089

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rerera

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\(https://www.behance.net/gallery/80191113/Minimalist-Color-Palettes-are-back\)](https://www.behance.net/gallery/80191113/Minimalist-Color-Palettes-are-back)[Blog \(/blog/\)](https://hookagency.com/blog/)[Schedule Call \(/contact/\)](https://hookagency.com/contact/)

Ice Cold: #aod2eb

Freeze Purple: #e5eaf5

Medium Purple: #dobdf4

Purple Pain: #8458B3



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3. Bright Power by Duminda Perera
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(<https://www.behance.net/gallery/80191113/Minimalist-Color-Palettes-are-back>)

Yass Queen: #ff1d58

Sister Sister: #f75990

Crown Yellow: #fff685

Blue Light: #ooDDFF



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4. Rethink. Color Scheme by Sajon

(<https://dribbble.com/shots/11149759-Product-Web-Header>)

Brightly Orange: #ff1e00

Dimly Blue: #e8f9fd

Alert/Highlight Green: #59ce8f



<https://dribbble.com/shots/11737742-Global-Charity-Giving-Platform>

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Brightly Orange Number 2: #f43a09

Grandpa Orange: #ffb766

Grey Blue Green: #c2edda

Live Green: #68d388

6. Banking and Finance Website Color Schemes by Juliene Renvoy (<https://dribbble.com/shots/11209817-Banking-Finance-new-Website-Design>)



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Pinky: #fbe3e8

Blue Greeny: #5cbdb9

Teeny Greeny: #ebf6f5

7. Intense green, blue, and red color scheme



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Bright Green: #beefoo

Electric Red: #ffoo28

Deep Green: #657a00

Power Blue: #1400c6

8. White space, tan, purple, yellow color website scheme



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Background Tan: #fceed1

Purple-y: #7d3cff

Yellow Gloves: #f2d53c

Redhead: #c8oe13

9. Deep blue and tan – color palette



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Sand Tan: #e1b382

Sand Tan Shadow: #c89666

Night Blue: #2d545e

Night Blue Shadow: #12343b

10. Tan, pink and red color scheme



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Ragin Beige: #fff5d7

Coral Pink: #ff5e6c

Sleuthe Yellow: #feb300

Pink Leaf: #ffaaab

11. Pink, Green, and Purple illustration web design color scheme



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Grassy Green: #9bc400

Purple Mountains Majesty: #8076a3

Misty Mountain Pink: #f9c5bd

Factory Stone Purple: #7c677f

12. Bright and colorful – scheme for 2020



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Green Treeline: #478559

Purple baseline: #161748

Pink highlight: #f95d9b

Bluewater lowlight: #39aoca

13. Yellow, Red/Pink/Orange – Bright Scheme



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Yellow Background: #ffde22

Pink / Red Circle: #ff414e

Orange Circle: #ff8928

White Layover: #ffffff

2019 WEBSITE COLOR SCHEMES:

1. 70's Inspired – Modern Color Palette (<https://hookagency.com/color-schemes/>)



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Mountain Shadow Blue: #101357

Old Makeup Pink: #fea49f

Goldenrod Yellow: #fbaf08

Bluebell Light Blue: #ooaoao

Bold 2019 Green: #007f4f

2. Lightning Blue Purple – Simple Web Color Palette



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Lightning Blue: #51dode

Lightning Purple: #bf4aa8

Brain Wrinkle White: #d9d9d9

3. Metallic Blue, Purple, Red – Website Color Palette



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Blue Popsicle: #0f2862

Redline: #9e363a

Purple Shadow: #091f36

Grey Blue Leaf: #4f5f76

4. Apricot Avalanche – Web Design Color Schemes



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Blueberry: #6B7A8F

Apricot: #F7882F

Citrus: #F7C331

Apple Core: #DCC7AA

5. Strong Contrast and Trustworthy



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Left Blue: #1561ad

Right Blue- Muted: #1c77ac

Blue-Green: #1dbab4

Red-Orange: #fc5226

6. Classic Red Gold Website Color Palette



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Redder than you: #ff3a22

Goldi-lots: #c7af6b

Darker Gold: #a4893d

Silver Tongue: #628078

7. Subtle and Succulent Web Color Scheme



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Barely Green: #acb7ae

The Brown-shirts: #82716e

Tan Blonde: #e4dec0

Blondey: #c2b490

8. Photographic Memory



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Green Mountain: #3d7c47

Blue Mountain: #09868b

Light Blue Backdrop: #76c1d4

Barely Gray Edge: #f7f7f7

9. Futuristic Lightbrite



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Grey silver: #bccbde

Lightsaber Blue: #c2dde6

Purple: #431c5d

Orange: #eo5915

Yellowbrite: #cdd422

10. Trapper Keeper Red & Purple



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Painful Red: #eb1736

35 Years Old Purple: #5252d4

Lighter purple on the gradient: #7575dd

Shadow Purple Red: #781a44

11. Easter Egg Sandwich



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Green: #8bfoba

Ironic Blues: #oeofed

Blue Underling: #94f0f1

Pinky Ring: #f2b1d8

Egg Yellows: #ffdc6a

Looking a savvy web design team? Web design niches we serve: Plumbing (<https://hookagency.com/plumbing-website-design/>), HVAC (<https://hookagency.com/hvac-website-design/>), Construction (<https://hookagency.com/remodeling-home-construction-web-design/>) and Roofing (<https://hookagency.com/best-roofing-websites-roofing/>). From HVAC leads (<https://hookagency.com/hvac-leads/>) to construction contractor leads (<https://hookagency.com/construction-leads/>) – we share all of the ideas on our blog!

The Original set of website (<https://hookagency.com/small-business-web-design/>) color schemes:



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Light Blue Green: #6ed3cf

Soft Purple: #9068be

Tasty Eighties Grey: #e1e8fo

Rich Red: #e62739

Found on [Trendy Web Color Palettes](http://www.awwwards.com/trendy-web-color-palettes-and-material-design-color-schemes-tools.html) (<http://www.awwwards.com/trendy-web-color-palettes-and-material-design-color-schemes-tools.html>) from Awwwards

2. Extra Snug



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French Laundry Blue: #3a4660

Comfortably Tan: #c9af98

Peachy Kreme: #ed8a63

Brown Bonnet: #845007

Found on [Desi Shirt](https://www.behance.net/gallery/27898479/Desi-Shirt) (<https://www.behance.net/gallery/27898479/Desi-Shirt>) by Filip Dueskau on Behance

3. Dark Horse



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Are ya yellow?!: #feda6a

Silver Fox: #d4d4dc

Deep Matte Grey: #393f4d

Dark Slate: #1d1e22

Found on Vintage Rides Concept (<https://dribbble.com/shots/2227454-Vintage-Rides-Concept/attachments/414174>) by Creativa Studio on Dribbble

4. Sleepy Green Streaks



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Simpler Lime Green: #7dce94

Scuffed Dark Grey: #3d3d3f

Vanilla Grey: #f6f5f3

White-ish: #f9f8fd

Found on [The Jungle Book Website](http://thelawofthejungle.com/) (<http://thelawofthejungle.com/>) by [Watson D/G](http://watsondg.com/) (<http://watsondg.com/>) for Disney

5. Precious Metals



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Rose Gold: #bd8c7d

Soft Gold: #d1bfa7

Silver: #8e8e90

Onyx: #49494b

Found on [KAE Branding](http://inspirationhut.net/inspiration/powerful-simple-branding-socio-design/) (<http://inspirationhut.net/inspiration/powerful-simple-branding-socio-design/>) by Socio Design

6. European Bodies



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Yellow Hand: #fbf579

Lonely Blue: #005995

Stationary Pink Red: #fa625f

Purpled: #600473

Found on [Website Inspiration](http://mindsparklemag.com/?websites?websites=&page=3) (<http://mindsparklemag.com/?websites?websites=&page=3>) by Mind Sparkle Mag

7. Simple Brilliant Accents



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Red Overlaid: #cd5554

Photographed Brown: #91684a

Algae Green: #ooc07f

Heritage Blue: #313d4b

Found on [Website Inspiration](http://mindsparklemag.com/?websites?websites=&page=10) (<http://mindsparklemag.com/?websites?websites=&page=10>) by
Mind Sparkle Mag



(<https://hookagency.com/>)

examples. Such a great curation of modern, often Swiss-inspired web design.
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Elements of color are essential not only in the way they pair with other complementary shades but also in the quantity and placement in relationship to those other colors and in how it relates to other patterns and photographic elements next to it and elsewhere on the website. In this section, I will share/curate websites with beautiful color schemes, hexadecimal codes, and just a brief note about why color being used works in context as well.

8. Blue Red



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Deep Red: #b11a21 – In an overlay, juxtaposed against flat blue, the photographic background gives depth.

Lighter Red: #eo474c – The smiling face coming through the red, makes it feel striking.

Blue Beans: #7acfd6 – The flat blue provides a contrast to the photo behind the red.



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Found on Website Inspiration (<http://mindsparklemag.com/?websites?websites=&page=2>) by Mind

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9. Sunny and Calm

Morning Sky: #CAE4DB – Never underestimate a color palette created by a photograph to set the tone of your design.

Honey: #DCAE1D – In this case, the palette is set with the photo and then echoed in the subtitle.

Cerulean: #00303F – Cerulean is incredibly classy as a black or dark grey alternative if used consistently throughout.

Mist: #7A9D96 – This clean, natural color is established in the photo but could be used on a lower full-width block or buttons as well.

Found on Inspiring Website Color Schemes (<https://designschool.canva.com/blog/website-color-schemes/>) by Canva

9. Dark and Orange



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Dark Grey: #393939 – Dark designs take a little bit more fore-thought but can provide tons of contrast if used well.

Deep Orange: #FF5A09 – With different shades of oranges, there is depth and gradient, without venturing into totally new colors.

Light Orange: #ec7f37 – Utilizing illustrative elements, requires a bit of flexibility for the natural lightness and darkness to contour objects.

Orange Yellow: #be4foc – Using one color over on the color wheel can keep the palette looking classy, bold, and restrained.

Found on [Great Color Schemes \(<http://www.onextrapixel.com/2013/10/25/40-stunning-website-designs-with-great-color-schemes/>\)](http://www.onextrapixel.com/2013/10/25/40-stunning-website-designs-with-great-color-schemes/) by One Extra Pixel

10. Squeaky



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Fresh: #4ABDAC – Once again the color overlaid over the photographic elements provides a classy modern touch

Vermillion: #FC4A1A – A figure in the foreground is worked into the context, still paying attention to how it complements the overall structure of the design. In fact, one might even be able to surmise that the design was down around this figure.

Sunshine: #F7B733 – The Yellow provides only a juxtaposed call to action and highlights important parts

Clean: #DFDCE3 – Clean grey, utilized in the photograph, keeps the structure un-encumbered by more colors or patterns in these sharp headshots.

Found on [Inspiring Website Color Schemes](https://designschool.canva.com/blog/website-color-schemes/) (<https://designschool.canva.com/blog/website-color-schemes/>) by Canva

11. Basic blue-green



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Ol' trusty blue: #368cbf – Blue wins for trust in color psychology, but make sure it's a tasteful hue, as some blues are too out of the box. Just like my art teacher said with paints, you should always mix them before applying to canvas, lest you get something that looks like you just slapped the colors out of the box.

Accent color green: #7ebc59 – Corporate Blue + Eco-conscious green = Every website ever. But don't overlook the use of common color schemes just because they're common. Wield familiar colors together when it serves your purpose of feeling trustworthy.

Dark Slate: #333363b – Breaking up white space with a darker header, footer, or full-width sections provides relief from things that are too repetitive.

Light grey: #eaeaea – This truly is one of the most common color schemes around the website, particularly for technology companies. Are you sick of it yet? I like it.

Found on [Free awesome WordPress Themes](https://colorlib.com/wp/free-responsive-wordpress-themes/) (<https://colorlib.com/wp/free-responsive-wordpress-themes/>) by ColorLib

The vital part of this section is a reminder that colors don't live in a vacuum. How they relate to each other is complex, and pairing them not only with other colors that complement them but in degrees and quantities that work well together is important. When I show that orange and



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of each and where.

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PART THREE – ON THE ABSENCE OF COLOR AND WELL DONE MONOCHROMATIC COLOR SCHEMES

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Taking color out of the mix entirely – for certain parts of a website – or composition, in general, can be a classy yet straightforward way to increase the seriousness, or elevate the intensity of a piece. This is evidenced by how we feel when we see a black and white photo; either we sense certain self-importance or appreciate the simplicity and recognize an air of positive sophistication.

This concept and tone are also present in websites where only one color and various hues of that color are used, allowing the eyes to rest and revel in all that is blue, or all that is green, or 3 shades of purple. **I will also include some monochromatic + 1 color schemes** which mean black, white, any shades of gray plus one other color, and it's shaded. The same general principles are at play in each of these scenarios. By eliminating all other colors except a select few, you can actually enhance the way the few remaining colors play together and increase the dramatic tension of the website – if it's done well.

In the end – the website design alone won't sell more stuff if that's your goal. Combine these high-end styles with Search Engine Optimization (<https://hookagency.com/roofing-seo/>) to get more leads (<https://hookagency.com/roofing-leads/>).

12. Stark Contrast



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Slate: #262626 – Repeat after me, all grays are not equal

Secondhand Grey: #3f3f3f

Whitish: #f5f5f5 – Repeat after me, all whites are not equal

Light grey: #dcdcdc

Found on [One Page Love](https://onepagelove.com/peter-toth) (<https://onepagelove.com/peter-toth>), created by Peter Toth
<http://www.petertoth.me/>

13. True Black and white + Photography



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Black: #oooooooo

White: #ffffffff

Found on [Web Design Ledger – 20 Beautiful Portfolio’s](#) (<http://webdesignledger.com/15-inspiring-portfolio-designs/>), Work by [Michael Schmid](#) (<http://workdiary.de/>)

14. Goldifox



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Golden wheat: #a39274

Soft Wheat: #dfd8c8

Deep gray: #252523

This color scheme, of course, also demonstrates what a great photo can do for the overall look of your site if juxtaposed with the strong contrast of the flat color elements.

15. Minty refreshed



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Mint: #4cb69f

Touch of Grey: #f5f5f5

Deep purple: #201d3a – Not quite B&W+1 – Hint of purple in the corner of the photograph

Found at Dapper Ink (<https://dribbble.com/shots/1167134-Dapper-Ink-Website/attachments/152277>) by [Joel Reid](http://joelthereid.com/) (<http://joelthereid.com/>) on Dribbble

16. Blue + White



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Optimism Blue: #269ccc

Blue Algae: #9ed2c5

Flat Grey: #7b7b7b

Found on [fltdsgn.com \(http://www.fltdsgn.com/pillpack/\)](http://www.fltdsgn.com/pillpack/)

And a couple more greyscale websites to make it abundantly clear that greyscale can be extremely beautiful.



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Found on [InspirationDE](#) (<http://www.inspirationde.com/image/34573/>) by [Sam Thies](#) (<http://twofold.com/work/sam-thies/>)



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Found on flatdsgn.com (<http://flatdsgn.com/>) by [Roland and 'We Ain't Plastic'](http://weaintplastic.com/) (<http://weaintplastic.com/>)



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Found on [Behance](https://www.behance.net/gallery/Briolo-Website-concept/30593193) (<https://www.behance.net/gallery/Briolo-Website-concept/30593193>), by Diana Polar



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intentionally establishes a sophistication in design, and now crowded frills can beat. Pair this SEO (/seo-services/) Websites (<https://hookagency.com/web-design/>) Services About (/about/) sensibility with a tasteful choice of typographic elements and well-crafted photographic assets to

make anything look high-end.

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PART FOUR – ON THE INTERPLAY OF TYPOGRAPHY AND COLOR

Typography, color, layout. None of these elements stand alone in any composition, and to talk about one without the other leaves an incomplete picture. Always be paying attention to how the character of your **web design color scheme** plays with your typographical elements. Fonts should be hand-selected for their attributes, not selected haphazardly.

19. Charcoal Black, Gold and lot's of white space



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Golden top: #d8ab4e

Golden bottom: #b48c36

Charcoal Black: #040404

19B. Font Pairings to compliment the color Choices – Gin Rough and Amiri

Gin Rough – by [Fort Foundry](http://fortfoundry.com/) (<http://fortfoundry.com/>), Available on [MyFonts](https://www.myfonts.com/foundry/Fort_Foundry/) (https://www.myfonts.com/foundry/Fort_Foundry/) – By taking the high-end feeling gold gradient and pairing it with very intentional shaped typographic elements, the designers of this site juxtaposed the rugged and elegant.



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Amiri Rough – Available through [Google Fonts](#)

(<https://www.google.com/fonts#UsePlace:use/Collection:Amiri>) – Looks gorgeous as a testimonial or call out quote.

Found on [Web Design Inspiration](#) (<http://www.webdesign-inspiration.com/web-design/gentlemen-barberclubs-de-30147>) for [Gentlemen Barber Clubs](#) (<http://gentlemen-barberclubs.de/>) (You need to see the full site)

20. Clean Khaki Red



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Cotton Red: #c53211

Clean Deep Grey: #2e3830

Khaki: #e6dbc9

20B. Font Pairings to compliment the color Choices – Futura Bold and Museo Slab



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lot of situations – and plays well in this simple red, gray, tan color scheme as uppercase titles.
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Museo Slab – As both the 100 weight in the blockquote above and the paragraph text (font-weight: 400), Museo Slab provides readability, whether big and small. Futura, Museo Slab over these comfortably simple colors feel not necessarily classic, but modern and original. The restraint in both color choices and typography leads to a very cohesive feel that leaves the whole website feeling integrated and branded.

21. Hip Modern Pastels



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Pastel Peach: #dea6af

Sky Blue: #8cbcdo

Pastel Pink: #e6dbc9

21B. Font Pairing to complement the color Choices – Calibre – the European Design Ketchup

Calibre – I love the look that many modern European websites achieve with this mature, swiss feeling typeface. It's going to see a lot more use in America before it gets overdone here. The no-frills application below shows you the confidence with which a lot of European designers are using it. Impeccably played.



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The design found on [CSS Design Awards](http://cssdesignawards.com/sites/poignee-de-main-virile/28173/) (<http://cssdesignawards.com/sites/poignee-de-main-virile/28173/>) – [Buy Calibre typeface](https://klim.co.nz/retail-fonts/calibre/) (<https://klim.co.nz/retail-fonts/calibre/>)

No matter what colors you use, your website will be better if it uses a very well thought out typeface or two. Finding a balance between the color and the fonts is not necessarily scientific – it requires a certain poetic association, but that doesn't mean it's entirely subjective. The colors can either be diametrically opposed to the personality/personalities of the typeface(s), or be in direct alignment with them.

A FEW WORDS OF ENCOURAGEMENT

Using descriptive words like ‘masculine,’ ‘feminine,’ ‘rugged,’ ‘classic,’ ‘clean,’ ‘modern,’ and ‘expressive,’ can help you talk about color schemes and typefaces with your clients and others working on your design with you. It’s important not to get caught up in the semantics – or meanings of the words – too strictly. Rather, use them as they are useful to you and discard them as soon as they become contentious.

The crucial piece is that your designs serve the purpose that they are intended for – *that they are effective*. By taking some time to start projects with a color scheme that meets the emotional needs of the prime demographic, you are setting them up for success. At its most basic level, that



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airy yellow color scheme for a serious subject lest it insinuates frivolity.
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At its most acute, intention in a **web design color scheme** means communicating the brand voice, the emotional appeal, occasionally being open to things previously learned by others (green for an environmental project, blue for a technology project, red for sports and aggression,) and following your instinct as you dive headfirst into what would truly speak to this particular market. The greatest designers were all guessing, too, and took a stab at something new. Jump in, soak up what's already out there in the particular market the product or service is in. Then, look at the most visually appealing and effective designs in all markets and try your hand. After you've tried some pre-mixed hex color schemes listed above or elsewhere – mix up your own.

"The greatest designers were all guessing too and took a stab at something new." (<https://twitter.com/intent/tweet?url=https%3A%2F%2Fhookagency.com%2Fwebsite-color-schemes%2F&text=%E2%80%9CThe%20greatest%20designers%20were%20all%20guessing%20too%20and%20took%20a%20stab%20at%20something%20new.%E2%80%9D&via=hookagency&related=hookagency>)

(<https://hookagency.com%2Fwebsite-color-schemes%2F&url=https%3A%2F%2Fhookagency.com%2Fwebsite-color-schemes%2F&text=%E2%80%9CThe%20greatest%20designers%20were%20all%20guessing%20too%20and%20took%20a%20stab%20at%20something%20new.%E2%80%9D&via=hookagency&related=hookagency>)

Recognize your hidden powers, trust your creative instincts, and get your hands dirty.

PART FIVE – WHAT IS A MODERN COLOR PALETTE?

Well, I'll tell you one thing a modern color palette is not using super simple versions of the colors we traditionally think of: blue, green, yellow, etc. Regardless of if you can make simple colors look good together or not – it seems unsophisticated and relatively bland. I remember my painting teacher in college saying always to mix your paints with intention at the beginning of a session – because people who just squeeze them out of a tube are going to find the look of their painting drab indeed.

What we want is a modern color palette that appeals to the refined tastes of today's consumer. It can be bold and fresh, or earthy and rusty – but it should never look haphazard.

22. A Sleek Modern Color Palette



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Blog (/blog/) **Dark Blue/Purple:** #111c30

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Dark Pink Makeup: #9a4d55

Comfortable Couch Beige: #80756b

23. A Subdued Modern Color Palette



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Tiny Sweet Blue: #b5e9e9



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Pinkie Pie: #ffe1d0

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Yellow Horse: #fff1b5

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Green Thumb: #dcf3do

24. A Fresh Modern Color Palette



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Deep Purple: #1d1145

Trapper Keeper Green: #odb4b9

Pink Boot: #f2a1a1

Modern Pink Backpack: #e76d89

25. An Earthy Modern Color Palette



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Red branches: #de493c

Green Trees: #608074

Blue/Green Mist: #daefdc

26. A Rusted Modern Color Palette



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Blog (/blog/) **Deep rusted red:** #c1432e Schedule Call (/contact/)

Silver head-dress: #4b6777

Rusted Gold: #ce9e62

Black for Contrast: #2c2c2c

5 OF THE BEST WEBSITE COLOR SCHEME GENERATORS TO GET YOU STARTED

There are obviously a lot of choices to choose from when it comes to the colors you choose for your website. Lucky for you, some great online color scheme generators can help you find the perfect fit for you.

Flat UI Colors (<https://flatuicolors.com/>)

With an easy click-to-copy feature, you can paste the HEX codes the existing color schemes they already have available.

Color Supply (<http://colorsupplyyy.com/app/>)



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With the option to choose from complementary, analogous, triad, split-compliment, and square color combinations, this fun tool allows you to explore numerous color options and helpful images below the color wheel to help you visualize each color combo.

Coolers (**<https://coolors.co/d8dcff-aeadf0-c38d94-a76571-565676>**)

If you want to get extremely detail-oriented with your color schemes, then check out the Cooler app, which allows you to get very technical with your colors for a highly-customizable web color scheme.

Palette Generator (**<https://palettegenerator.com/>**)



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The Palette Generator is an awesome way to help turn your favorite landscape, cityscape, or any photo into a color scheme. Easily upload a picture, and this tool does the rest.

Paletton (<http://paletton.com/#uid=34K1dokqSoeQxxgxIKykHckbtcT>)

Another tool that allows for highly customizable colors; Paletton is a great app for expanding your color scheme repertoire.

62 percent of businesses polled said they believe a web site should be re-designed every 2-3 years! Source: [Hook Agency](https://hookagency.com/) (<https://hookagency.com/>)



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FREQUENTLY ASKED QUESTIONS ABOUT WEBSITE COLOR SCHEMES

What is the best color for a website?

Blue is definitely the safest choice since it has the highest number of people saying it's their favorite at 35%. However – clearly, if your competitors are all using blue, it might make sense to ‘differentiate’ your offering and brand. Your brand colors should be appealing, and ‘white space’ is an important part of that. Make sure you give space to the elements you do include, have a contrast between text and backgrounds, and don't overwhelm the visitor – trying to be too flashy or being novel just for the sake of novelty.

How many colors should a website have?

Consider that 51% of brands choose monochrome logos, 39% use two colors, and only 19% of companies choose full-color logos. Besides photographs, 1, 2, and 3 color websites seem to be easier to pull off well than trying to make a website with a rainbow of colors. That being said – if you have a professional designer, clearly Microsoft and Google believe there's a benefit of working with more colors as they both use at least 4 solid colors in their design.



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Choosing a color scheme is tricky – but there are far more heavy-duty problems in a website

Blog (/blog/) design that may benefit from the help of a seasoned designer. Professional web designers have

tried 100's of things and realized what methods do and don't work – ideally, if you work with a

team like Hook Agency they've also A/B tested websites, made changes based on Analytics, and

know how to make your website easy to find on Google.

You've uncovered a secret hatch into the inner workings of the internet! 😊

We know how to do amazing things like this very cool FAQ add-on to our listing here on Google.

We know how to wield your website on Google through a practice called 'Search Engine

Optimization (<https://hookagency.com/seo-packages/>)'

– so, **beyond website color schemes**, we know how to DRIVE BUSINESS from Google (<https://hookagency.com/small-business-seo/>) traffic.

If you'd like to work with a professional web design team – send us a message now at

tracy@hookagency.com ([mailto: tracy@hookagency.com](mailto:tracy@hookagency.com))!

Another tactic we use to optimize rankings is a little something called inter-linking. So if you've

ever wondered who the sexiest man in MN (<https://hookagency.com/who-is-the-sexiest-man-in-minnesota/>) is, or wanted to read a plumber SEO (<https://hookagency.com/plumber-seo/>) guide,

give them a read!

Watch this quick video to see how savvy businesses save time and hook better leads:



(<https://hookagency.com/>)

SEO (/seo-services/)

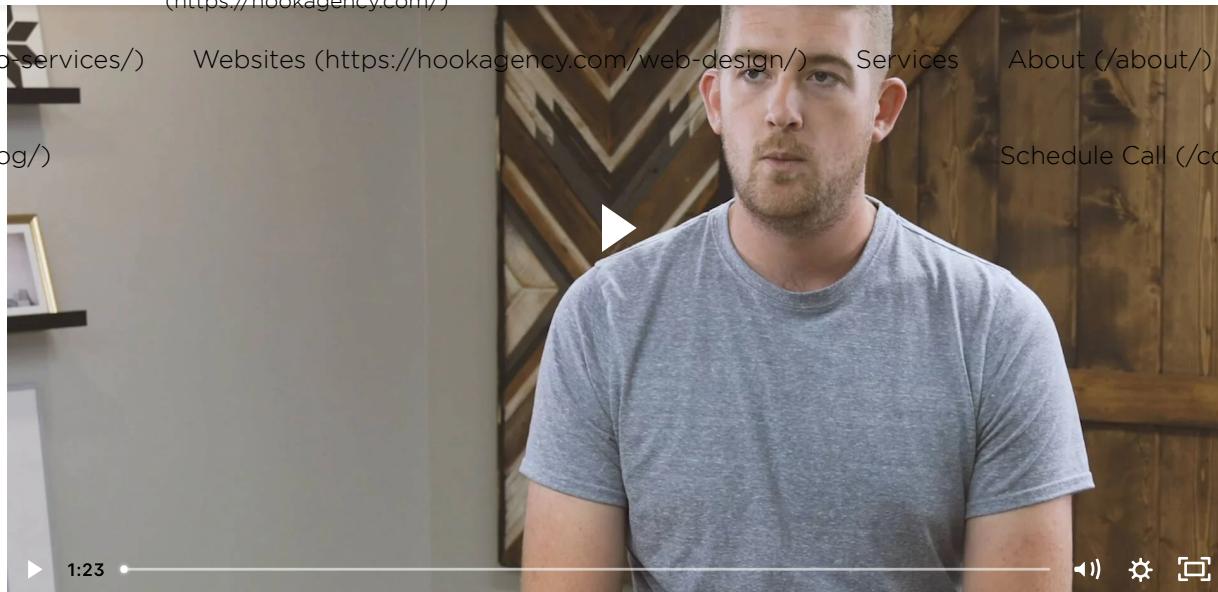
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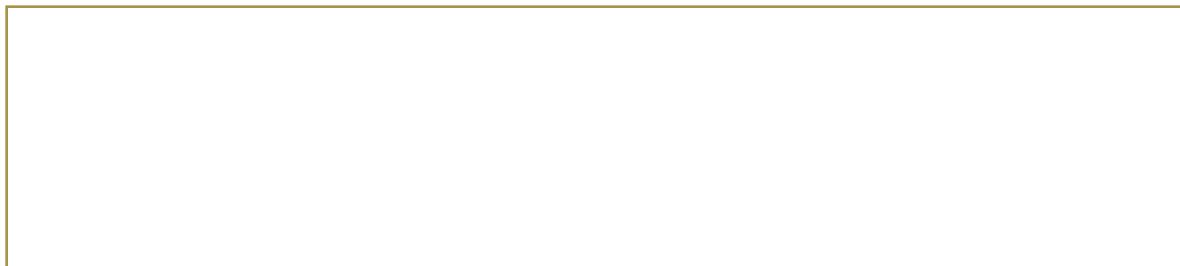
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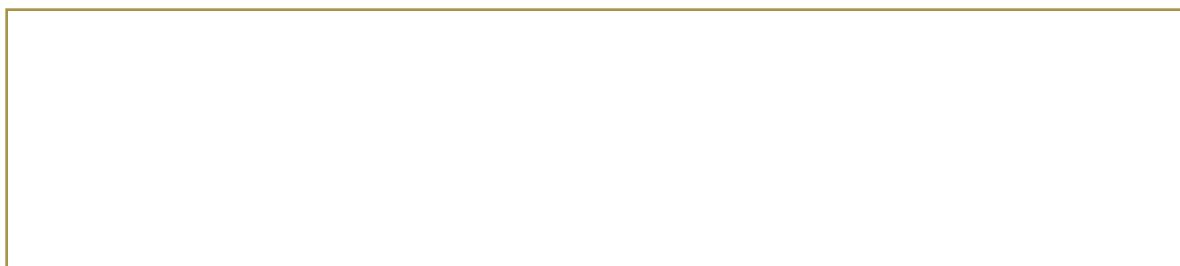


2018 Website color schemes are getting brighter and more saturated. We strongly suggest taking a look at your website style...



5 Masculine Color Schemes | Manly Color Palettes for Design (<https://hookagency.com/masculine-color-schemes/>)

Masculine color schemes? It's 2021 dagnabbit can't we get over the old masculine-feminine anatomy dichotomy? Well in marketing – I...



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Felipe Zambrano [①](#) 6 months ago

Hi there, the Lombok Color HEX doesn't tie. Can you please provide the accurate colors?

[+ 0](#) [—](#) [Reply](#)



Tim Brown [①](#) 6 months ago

| [Reply to Felipe Zambrano](#)

Author

So I see! Thank you so much for letting me know. This is fixed.

[+ 0](#) [—](#) [Reply](#)



Felipe Zambrano [①](#) 6 months ago

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Felipe Zambrano 6 months ago
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Never mind. Found it.

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[+ 0](#) [-](#) [Reply](#)



Max 7 months ago

YES please! Add the older post to recent one, I was looking for it but realized you updated it today... Well this one is good but I was looking for previous reference, thank you!

[+ 0](#) [-](#) [Reply](#)



Cole Anderson 7 months ago

| [Reply to Max](#)

Editor
Sounds good - will do.

[+ 0](#) [-](#) [Reply](#)



Max 7 months ago

| [Reply to Cole Anderson](#)

Yes! Thank you so much!

[+ 0](#) [-](#) [Reply](#)



Tim Brown 7 months ago

| [Reply to Max](#)

Author
Added - thank you for your input!

[+ 0](#) [-](#) [Reply](#)



Max 7 months ago

| [Reply to Tim Brown](#)

Thank you! And no problem, keep up the good work!

[+ 0](#) [-](#) [Reply](#)

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