

60-30-10 color rule principles

60%

Dominant color

The main color that sets the tone and appears most frequently in your design. It acts as the backdrop for your other colors.

30%

Secondary color

Supports the dominant hue and adds visual interest without overpowering it. It should be distinct enough to create contrast.

10%

Accent color

Adds a pop of personality and draws attention to key elements. It's the finishing touch that completes the look.

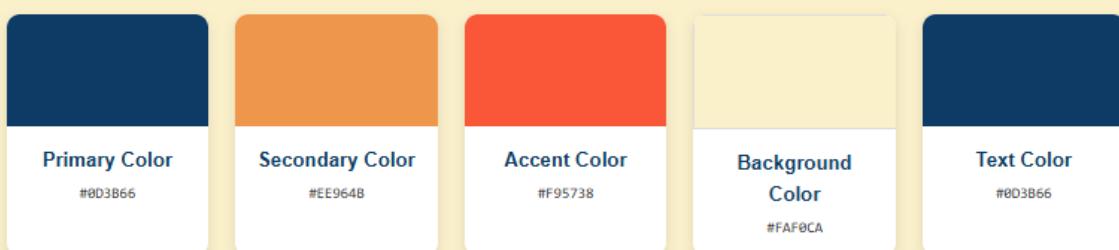
Coastal Color Palette Website

Warm, bold, and readable — powered by thoughtful color design

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Color Showcase Grid

Each color adds harmony, warmth, and balance to the overall design.



[Explore the Palette](#)

Color Reference Guide

A quick reference to understand the purpose and use of each color in this palette.

Role	Hex & Color	Description	Usage
Primary	#0D3B66	Deep navy blue	Header, footer, key text
Secondary	#EE964B	Soft orange	Navigation bar, button hover
Accent	#F95738	Bold coral red	CTA buttons, highlights
Background	#FAF0CA	Light cream	Main background for warmth and readability
Text	#0D3B66	Dark navy (reused)	Body and headings for strong contrast on light background

PRIMARY

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Primary Color

Click Me

BACKGROUND

Secondary Color

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 adipiscing elit, sed do eiusmod tempor

PRIMARY

#2E86C1

SECONDARY

#58D68D

ACCENT

#F4D03F

BACKGROUND

#FFFFFF

TEXT

#2C3E50