

# 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

[Home](#) [Palette](#) [Design Tips](#) [Contact](#)

## Color Showcase Grid

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

Primary Color  
#0D3B66

Secondary Color  
#EE964B

Accent Color  
#F95738

Background Color  
#FAF0CA

Text Color  
#0D3B66

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

# Primary Color

Click Me

BACKGROUND

## Secondary Color

Lorem ipsum dolor sit amet, consectetur  
adipiscing elit, sed do eiusmod tempor

PRIMARY  
#2E86C1

SECONDARY  
#58D68D

ACCENT  
#F4D03F

BACKGROUND  
#FFFFFF

TEXT  
#2C3E50