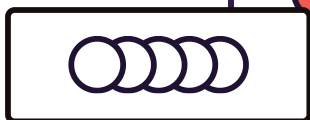
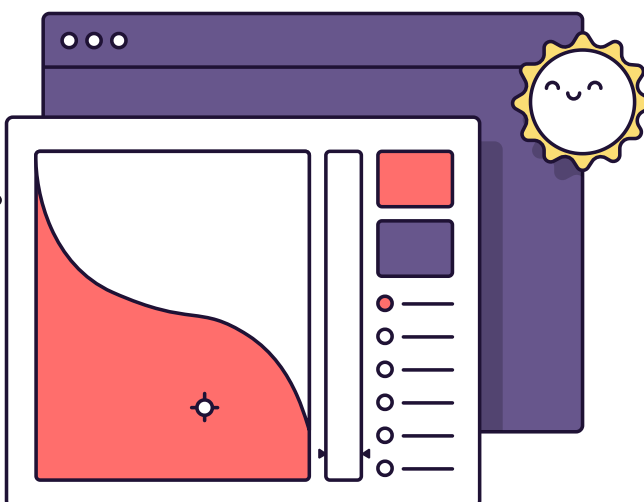


Happy Hues Toggle palettes Toggle section
colors

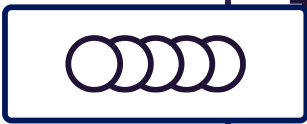


Curated colors in context.

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.



**Try changing the
palette!**



This sections hues

Click to copy the hex code to your clipboard

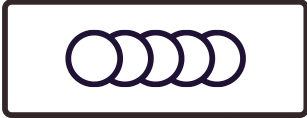


Elements

☐ Background #FFFFFF

☐ Headline #1f1235

☐ Sub headline #1b1425



☐ Button #ff6e6c

☐ Button text #1f1235



Illustration



☐ Stroke #1f1235

☐ Main #FFFFFF

☐ Highlight #ff6e6c



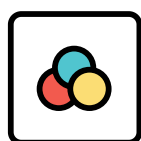
☐ Secondary #67568c

☐ Tertiary #fbdd74



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.



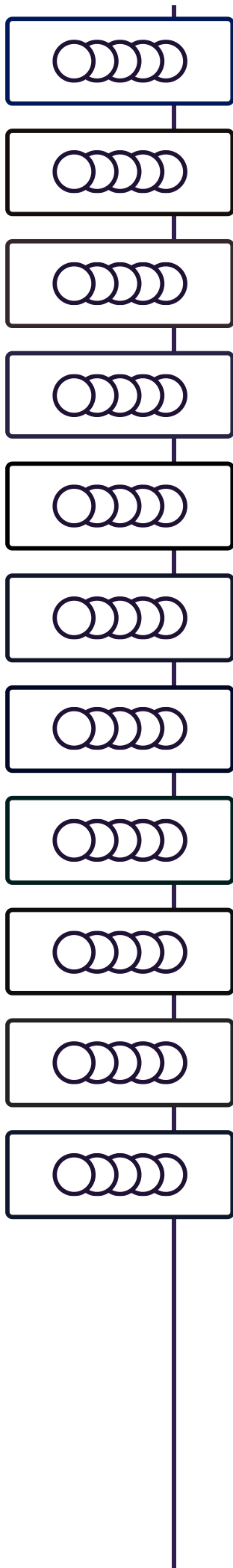
Hue

Hue is basically a fancy name for



Tint

A tint is created when you add white



color... Sort of. Hue refers to the parent color, or rather the fully saturated color that doesn't have any white (tint) or black (shade) added to it.



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.



Value

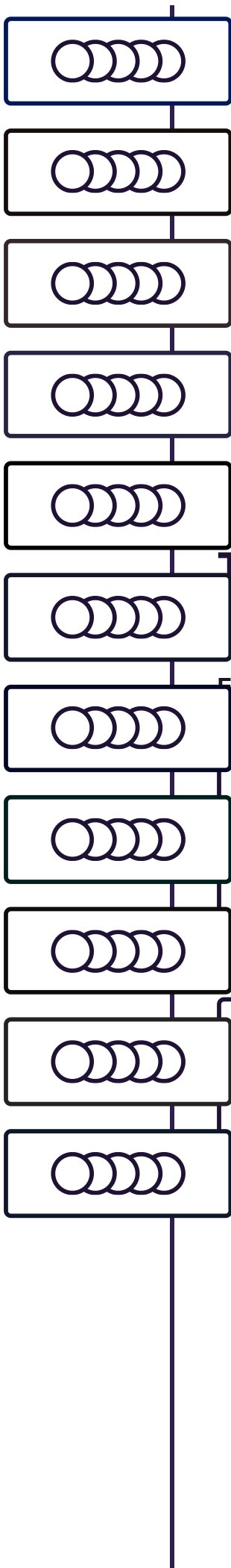


Tone

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



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

<input type="radio"/> Background #f4effc	<input type="radio"/> Headline #1f1135	<input type="radio"/> Sub headline #1b1325
<input type="radio"/> Card background #e2daeb	<input type="radio"/> Card headline #1f1135	<input type="radio"/> Card paragraph #1b1325

Icons

<input type="radio"/> Stroke #1f1235	<input type="radio"/> Main #FFFFFF	<input type="radio"/> Highlight #ff6e6c
<input type="radio"/> Secondary #67568c	<input type="radio"/> Tertiary #fbdd74	

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 target audience and give off the vibe & emotion you want.

Red **Primary color**

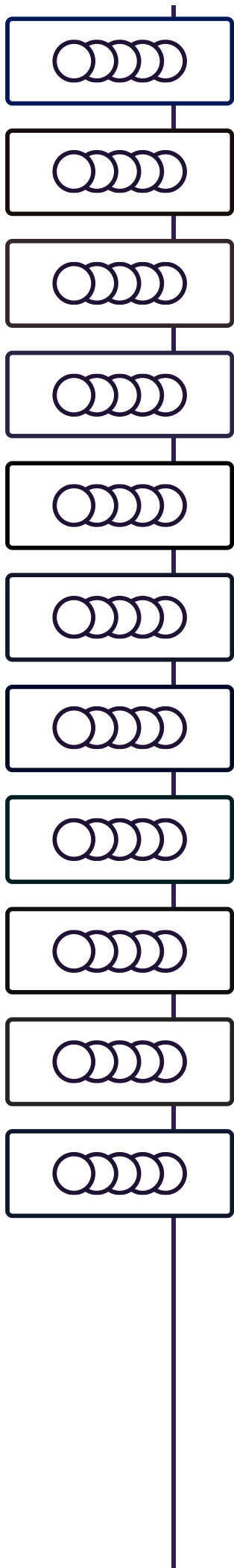
Red is a very emotionally & visually intense color that can actually have a physical effect on people by raising their metabolism, respiration, heart rate, as well as making them hungry. That combined by with the fact that red is very attention grabbing, you see red used in the branding of pretty much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

Often associated with

Courage Power
Strength Danger
Love Passion
Romance

Yellow **Primary color**

It's all about the sun, baby! Yellow is a bright & energizing color



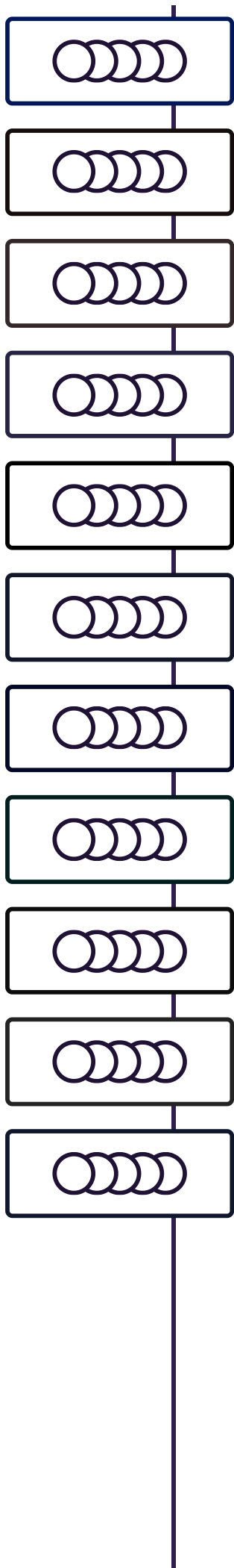
evokes feelings of happiness & positivity. It also grabs your attention, so it makes for a great call to action, and it's why you'll see it used as warning signs or combined with red in basically all fast food logos.

But just a heads up, studies have shown that the color yellow can trigger the anxiety centers of the 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, it tends to be favored by men, with over 50% of men studied saying blue was their favorite color.

Often associated with

Calmness Tranquility

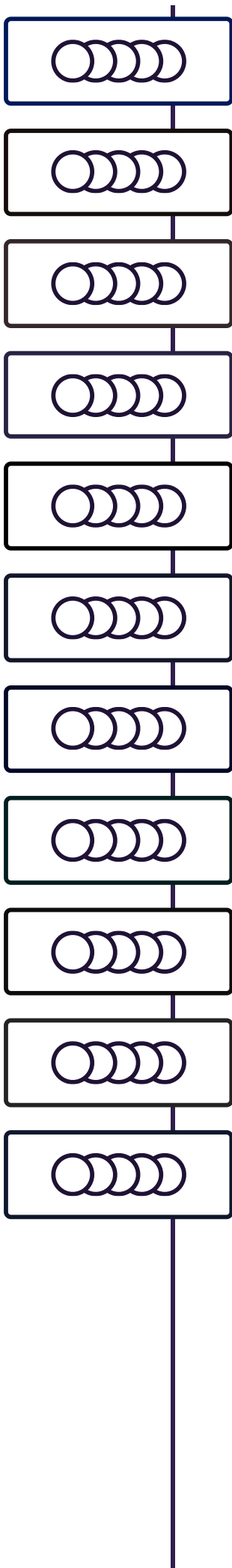
Stability Loyalty

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 if your brand is associated with nature, health or money.

Often associated with

Nature Health

Environment

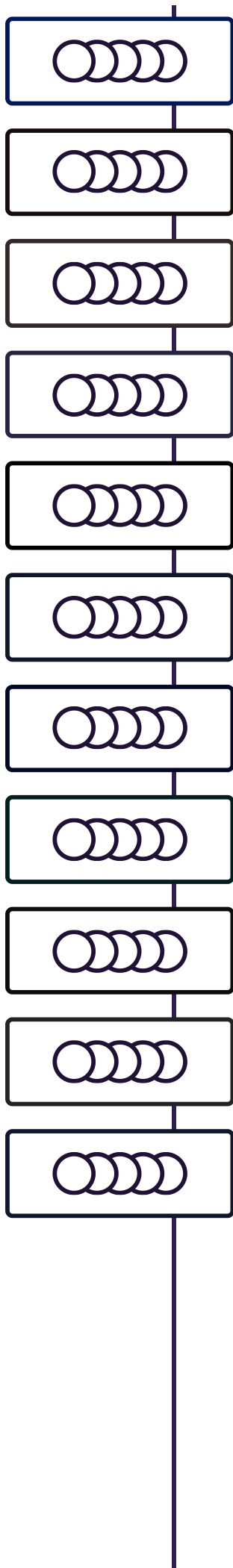
Cleanliness Safety

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.



Friendliness Energy

Adventure

Enthusiasm

Creativity Fun

DIY

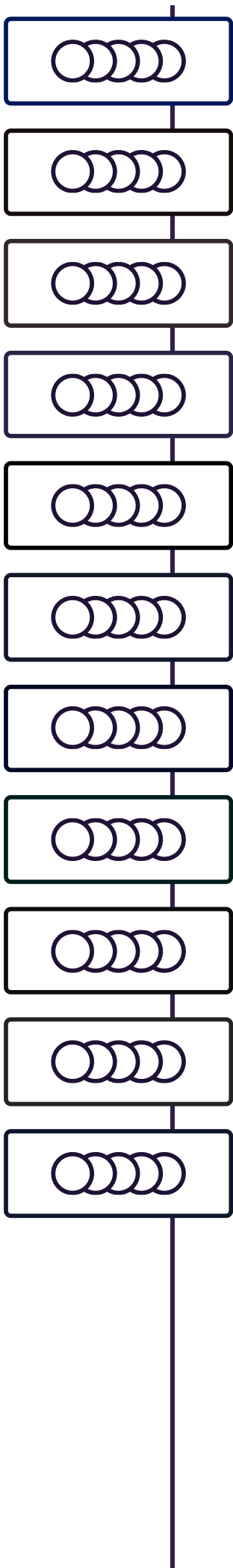
Purple **Primary color**

Purple thinks it's better than all the other peasant colors. Lol, just kidding ;) 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

Royalty Luxury

Sophistication Magic



Spirituality

Moodiness

Superiority

WhiteNeutral 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.

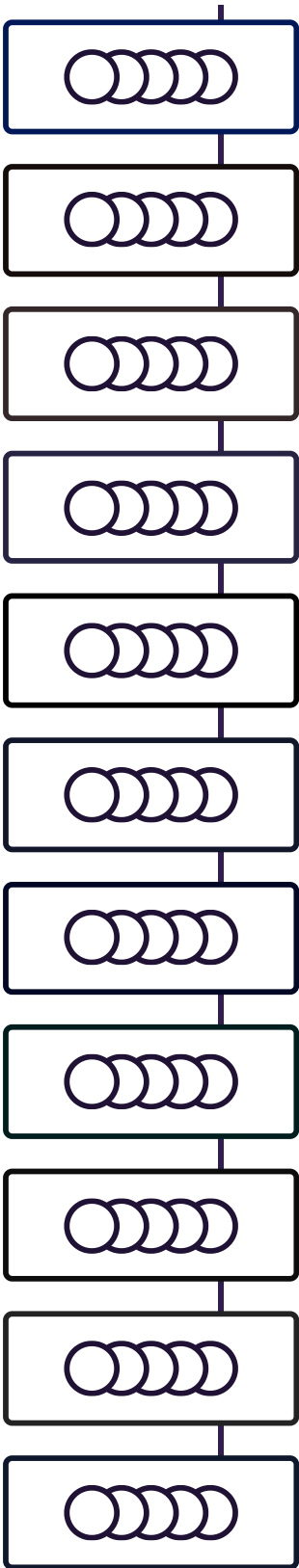
Often associated with

Innocence

Purity

Cleanliness

Virtue



Sterile Plain

Emptiness

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

Power Elegance

Sophistication

Mystery Fear

Death Sadness

Evil

This sections hues

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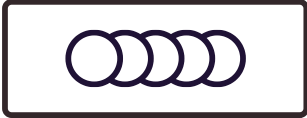
My goal with Happy Hues

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 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

Email Address

Jane

jane@example.com

Subscribe

This sections hues

Click to copy the hex code to your clipboard



Elements

☐ Background #301e4e

☐ Headline #FFFFFF

☐ Paragraph #c9bae2



☐ Link #ff6e6c

☐ Card background #463366

☐ Card headline #FFFFFF



☐ Card paragraph #cabae2



Newsletter



☐ Background #463366

☐ Input #FFFFFF

☐ Label #FFFFFF



☐ Placeholder #1f1135

☐ Button #FFFFFF

☐ Button text #1f1135



 **Happy Hues**



Happy Hues, plus the majority of my side-projects, are designed & built visually (without code) using

[Webflow](#) 🙌🚀

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This sections hues



click to copy the hex code to your clipboard



Background#FFFFFF



Headline #1f1235



Paragraph#1b1425



Links #ff6e6c

