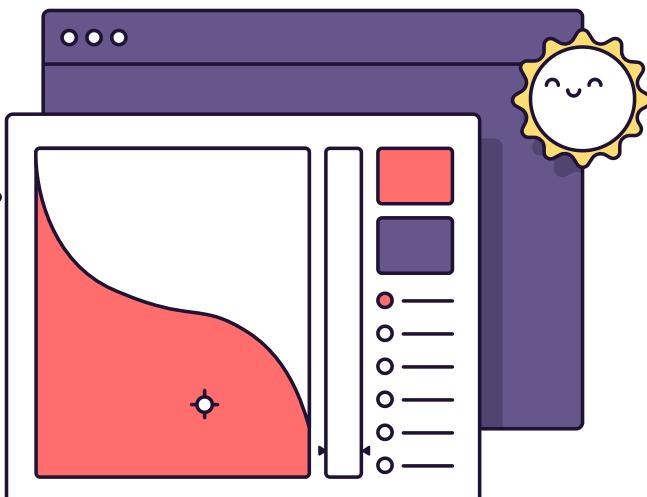


Happy Hues [Toggle palettes](#) [Toggle section](#)  
colors

# 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

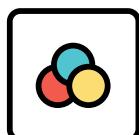


Secondary #67568c

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

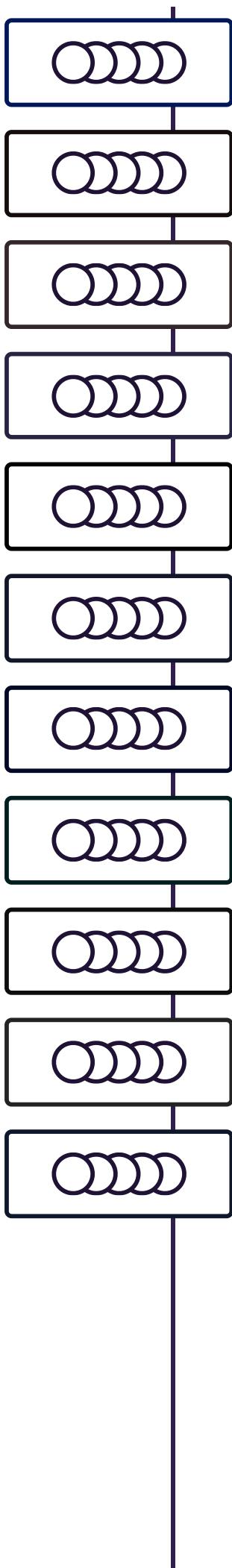


Tint

A tint is created when you add white to



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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.

working in Figma, Sketch or any of the adobe programs, you can create 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

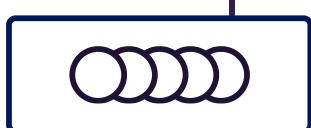
A tone is in between a tint and a shade. Basically you're adding grey, aka both white & black, to your hue.



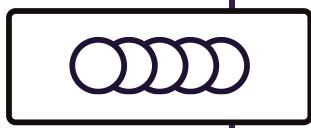
## Value



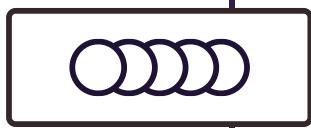
## Saturation



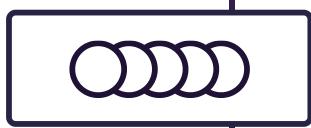
Value refers to the measurement of brightness of a hue.



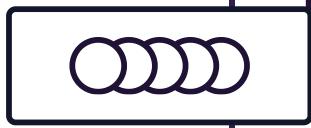
Basically it's how light or dark the color is and how much light it emits.



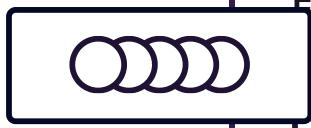
Saturation refers to the purity of the color. High saturated colors are very vibrant and bright, while low saturated colors are kinda dull.



## This sections hues



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### Elements



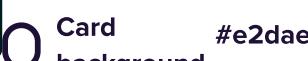
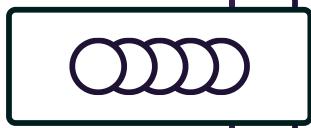
Background #f4effc



Headline #1f1135



Sub headline #1b1325



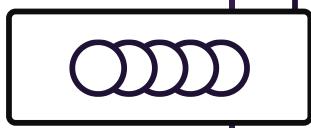
Card background #e2dae0



Card headline #1f1135



Card paragraph #1b1325



### Icons



Stroke #1f1235



Main #FFFFFF



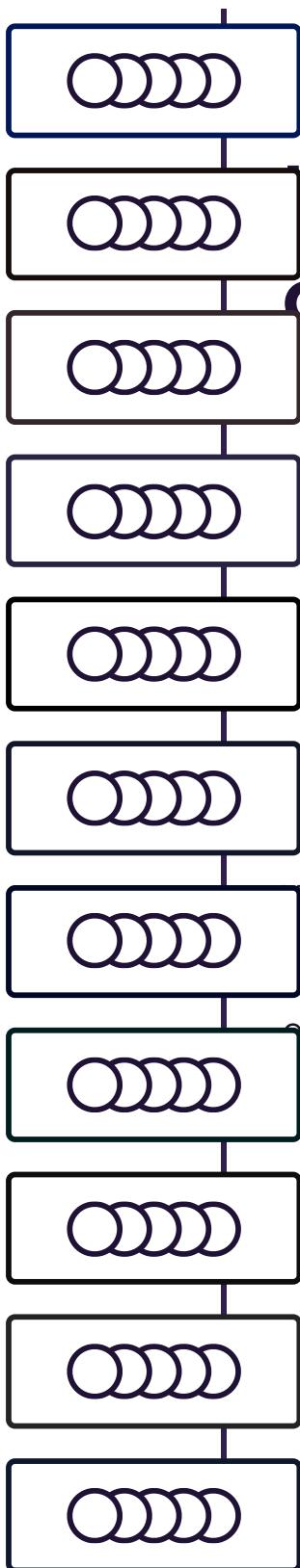
Highlight #ff6e6c



Secondary #67568c



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 our 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

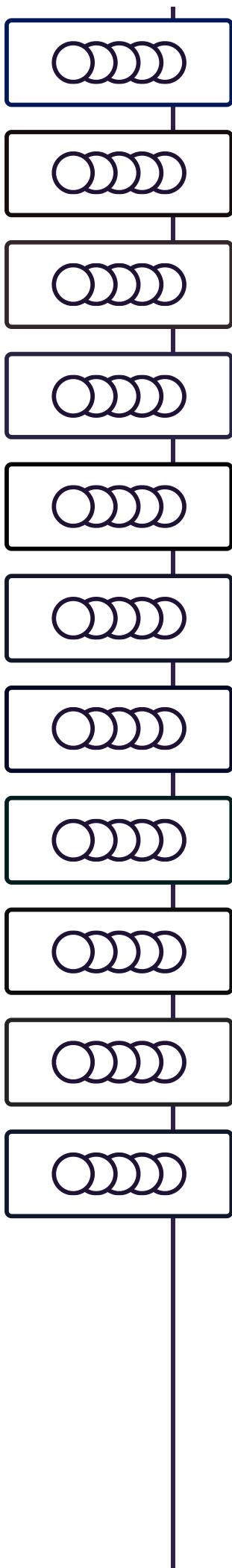
Strength      Danger

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

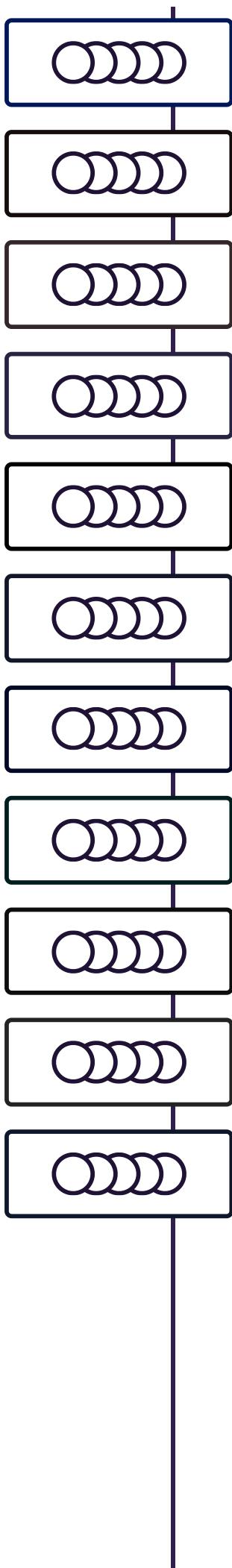
Fun      Happiness

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

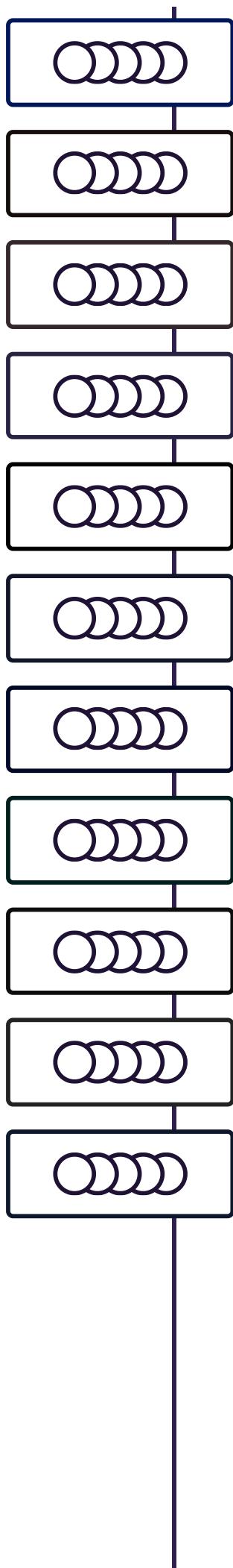
Stability      Loyalty

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

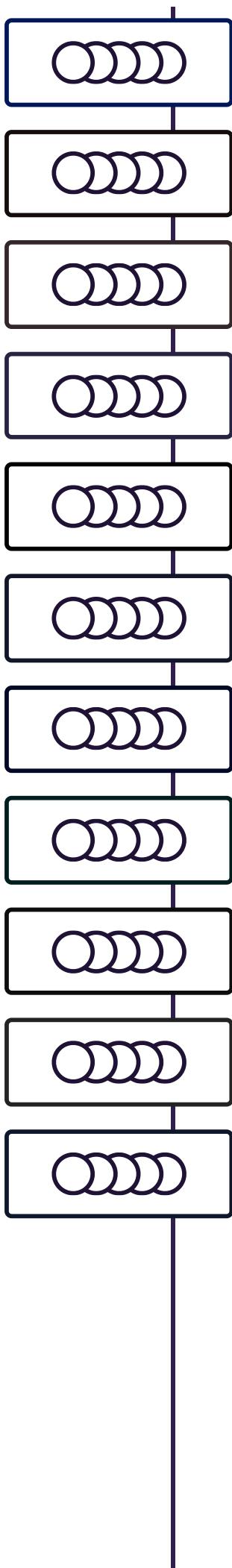
## Orange Secondary color

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.

Often associa



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Friendliness Energy

Adventure

Enthusiasm

Creativity Fun

DIY

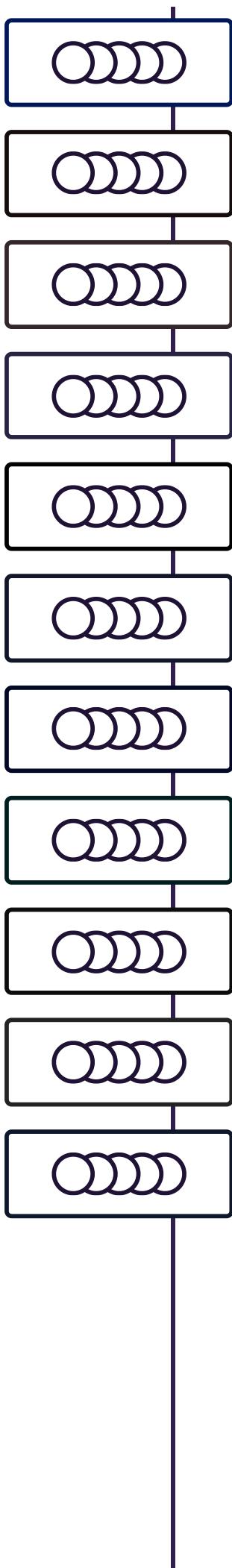
## Purple Primary color

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

## White Neutral color

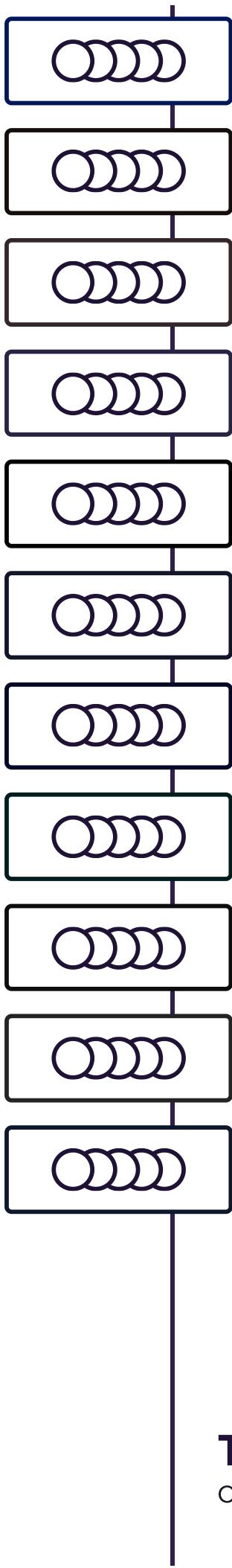
White is the blank canvas color that has all sorts of meanings to it. It's connected to cleanliness, virtue, purity, innocence... In North American cultures that is. In other parts of the world it can have an opposite meaning.

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.

### 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

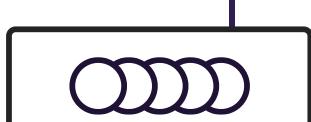
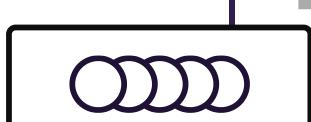
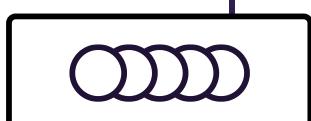
Death Sadness

Evil

## This sections hues

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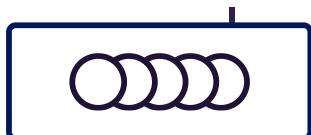
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	Card background #301e4e	Card headline #ffffff	Card paragraph #f4f0fc
	Card text highlight #ff6e6c	Card tag background #4c346b	Card tag text #FFFFFF



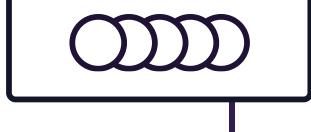
# Who's behind Happy Hues?



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 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

Jane

Email Address

jane@example.com

**Subscribe**

# This sections hues

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## 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



Background #301e4e

Headline #FFFFFF

Paragraph #c9bae2



Background #301e4e

Headline #FFFFFF

Paragraph #c9bae2



Background #301e4e

Headline #FFFFFF

Paragraph #c9bae2



Background #301e4e

Headline #FFFFFF

Paragraph #c9bae2

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

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Background #FFFFFF



Links #ff6e6c



Headline #1f1235



Paragraph #1b1425

