
THE PALETTES THAT
LOOK EXPENSIVE
PINKWEBSTUDIO.COM

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THE PALETTES

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NO. 01

STRAWBERRY MILK

Pink, creamy and a little bit sweet.

BACKGROUND · 60%

PINK FOAM

#F4D6DC

TEXT · 30%

BERRY JAM

#720002

BUTTONS & DETAILS · 10%

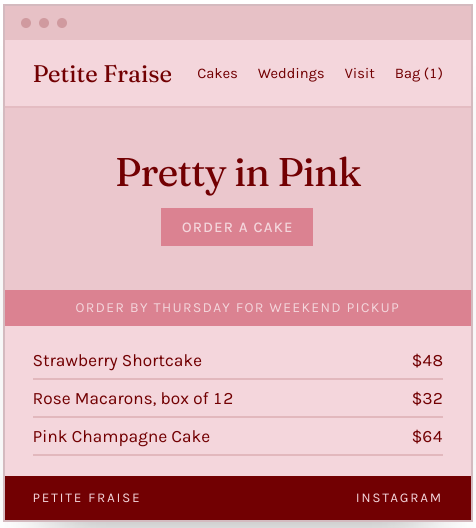
STRAWBERRY MILK

#DB8291

WHY IT WORKS

Three shades of the same red, from foam to jam, so nothing can clash. The deep Berry Jam gives the soft pinks something to lean on and keeps your words easy to read.

For bakeries, beauty & bridal



NO. 02

BUTTERFLY WING

Earthy, antique, a little wild.

BACKGROUND · 60%

PARCHMENT

#EEE9C1

TEXT · 30%

UMBER

#3A230A

BUTTONS & DETAILS · 10%

RUST

#A4530C

EXTRA SHADE

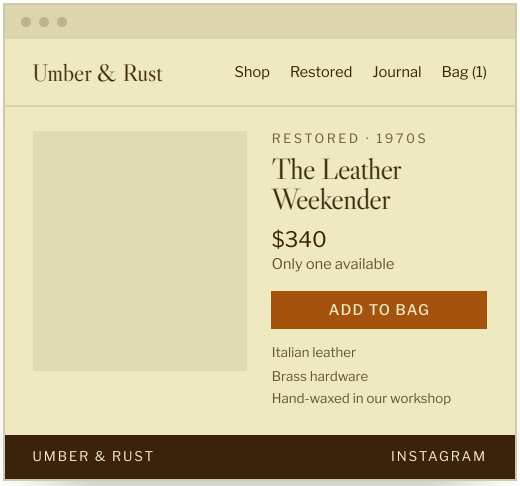
LICHEN

#8DA28C

WHY IT WORKS

Warm and cool in balance: Rust and Umber are warm, Lichen is cool, and Parchment sits softly in between. The dark Umber anchors it all, so a little Rust goes a long way.

For vintage, leather & homeware



NO. 03

ROSE QUARTZ

Warm clay, glass and late sun.

BACKGROUND · 60%

OAT

#C4B8AA

TEXT · 30%

ESPRESSO

#2E201B

BUTTONS & DETAILS · 10%

APRICOT

#C2693D

EXTRA SHADE

ROSE QUARTZ

#C18873

WHY IT WORKS

All four share the same earthy undertone, like clay fired at different heat. Oat is calm enough to fill a page, Espresso is dark enough for text, and Apricot pulls the eye to one button.

For ceramics, candles & skincare



NO. 04

HYDRANGEA

Blue petals, dark berries, a striped shirt.

BACKGROUND · 60%

OYSTER

#F3F1EE

TEXT · 30%

AUBERGINE

#341828

BUTTONS & DETAILS · 10%

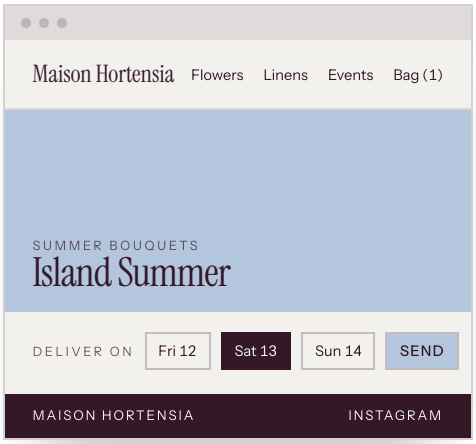
HYDRANGEA

#B3C6DD

WHY IT WORKS

A pale cool blue beside a deep plum: opposite in lightness, close in mood. The near-white Oyster gives both room to breathe.

For florists, linen & fine dining



NO. 05

MOCHA QUARTZ

Lilac and dark chocolate, soft but grown up.

BACKGROUND · 60%

LILAC MILK

#F6F0F4

TEXT · 30%

MOCHA

#31220B

BUTTONS & DETAILS · 10%

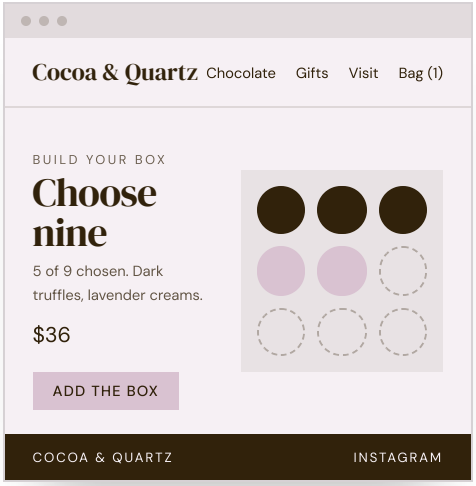
QUARTZ

#D9C2D1

WHY IT WORKS

A pale, cool lilac against a warm brown that is almost black. The contrast makes everything easy to read, and the warm and cool tones keep each other from feeling flat.

For beauty, chocolate & stationery



NO. 06

RASPBERRY LEMON

Bright, juicy and very summer.

BACKGROUND · 60%

LEMON

#FFF8B6

TEXT · 30%

RASPBERRY

#C8154B

BUTTONS & DETAILS · 10%

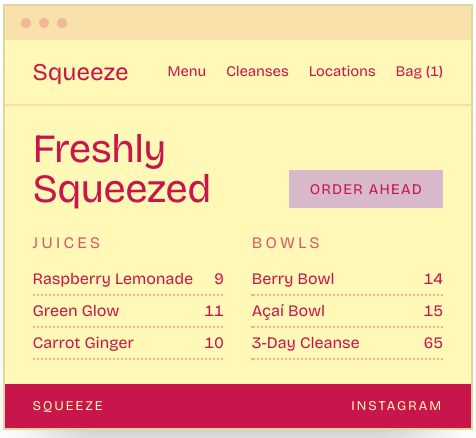
LILY

#D8B8CB

WHY IT WORKS

Opposites that flatter each other: a deep cool pink on a soft warm yellow. Let Lemon fill the background and Raspberry carry the words, and the page feels sunny rather than loud.

For juice bars & florists



TRY ONE TODAY

TEN MINUTES, FOUR CHANGES.

01 Pick the palette closest to your products, not your favorite color.

02 Change your background to the neutral first. It does most of the work.

03 Set every headline, all text and the footer in the main color.

04 Give the accent to your buttons and one small detail only. Then stop.

If it feels plain, it's probably right.

PINK WEB STUDIO

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I design websites and online stores for fashion, retail and creative brands.

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THE AUDIT

$199

A full review of your site, with a written plan you can act on right away. Credited toward a Refresh or Signature Site within 60 days.

<3

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