



100 Color Palettes

DISCOVER GORGEOUS
COLOR COMBINATIONS
TO MATCH YOUR
BRAND PERSONALITY

*by Pamela Wilson
of BIG Brand System*

BIG BRAND
SYSTEM

About the Author



I'm Pamela Wilson of **BIG Brand System**.

Big Brand System is devoted to helping people like you who are building an online business.

I'm an author, keynote speaker, and online educator. I've been helping large organizations and small businesses get their ideas out into the world since 1987.

This guide is an educational resource and isn't a substitute for working with a business consultant. Business is risky — we all know that! I can't guarantee the outcome of following the recommendations here. Read on, and if you need professional help, consider hiring a business consultant.

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How to Use This Guide

To make it easy to choose the perfect color palette for your business, the color palettes in this guide are presented to you in categories.

The categories are loosely based on some of the answers in my free Brand Personality Quiz. If you haven’t taken it, visit it here:

[Uncover Your Brand Personality with this Free Quiz](#)

The quiz takes less than ten minutes to complete, and once you have your answers, you’ll have a better idea which palettes will work best for your business.

CLASSIC



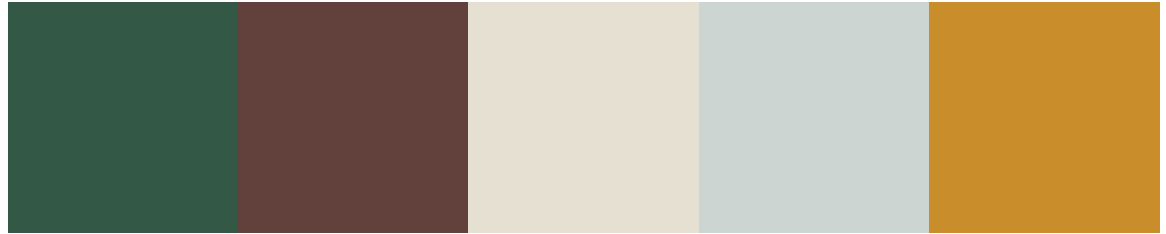
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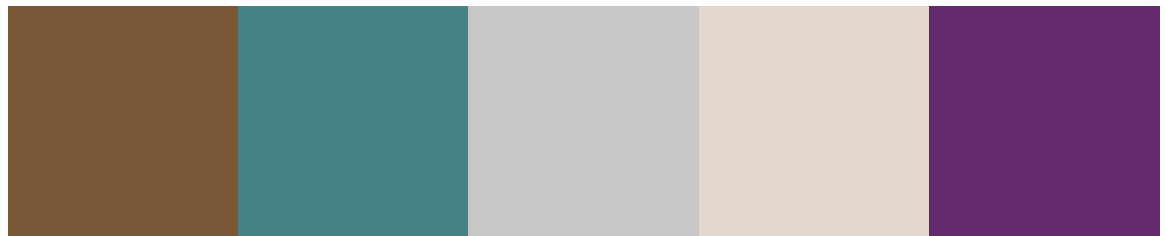
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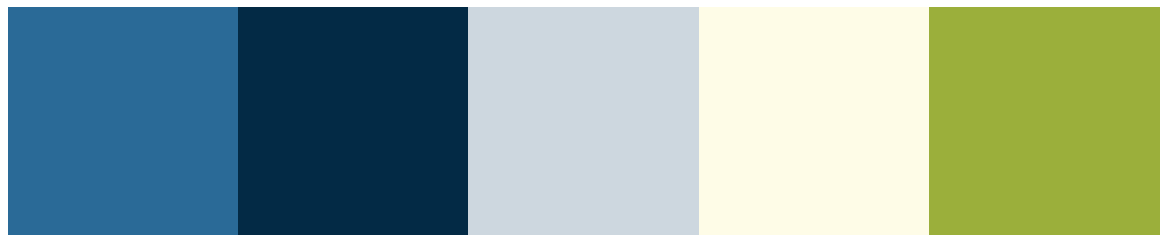
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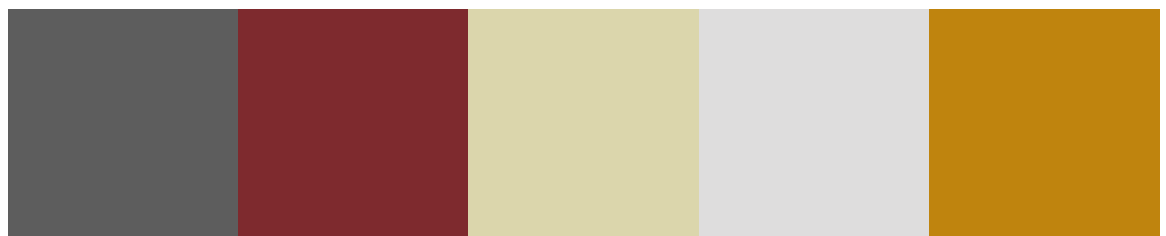
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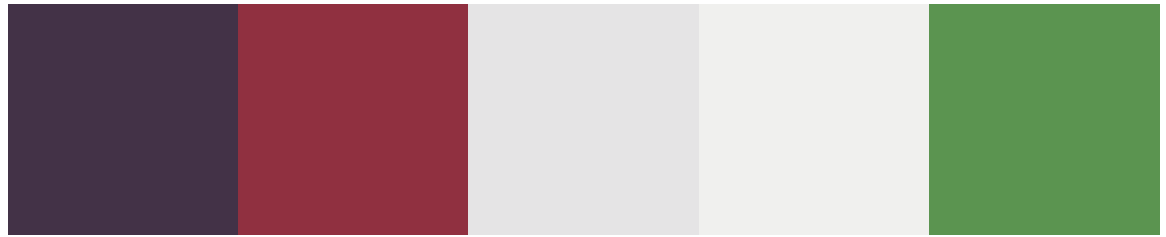
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CLASSIC



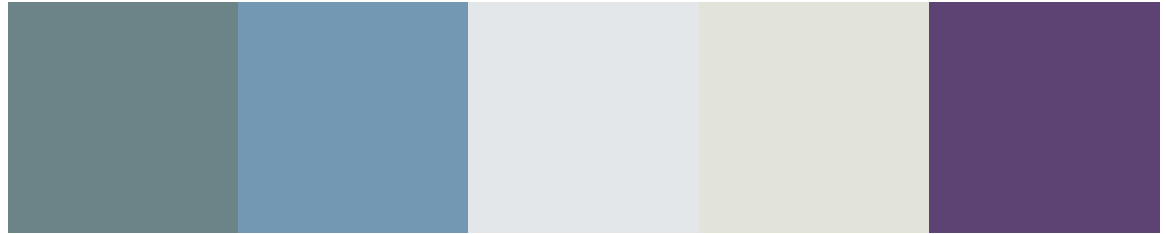
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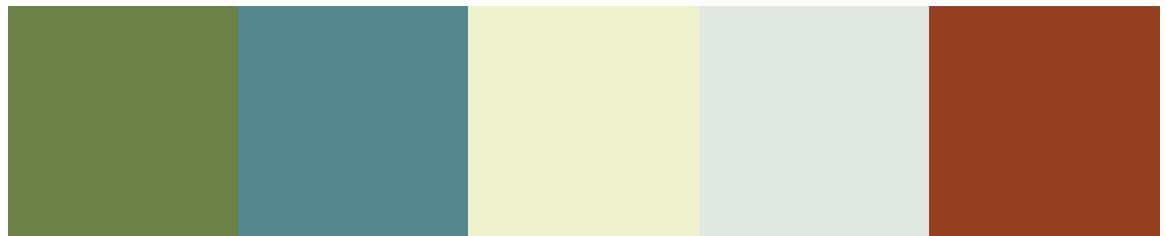
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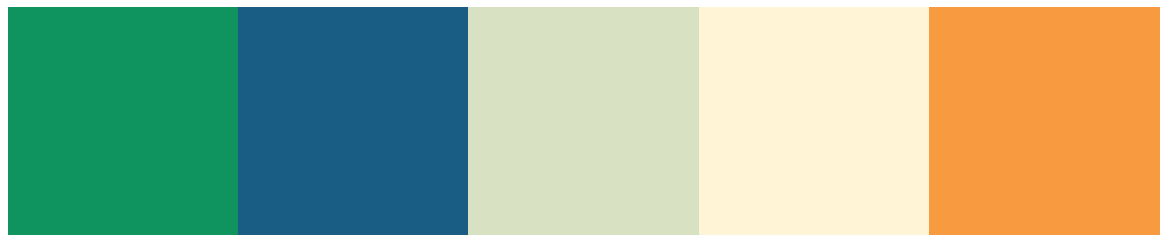
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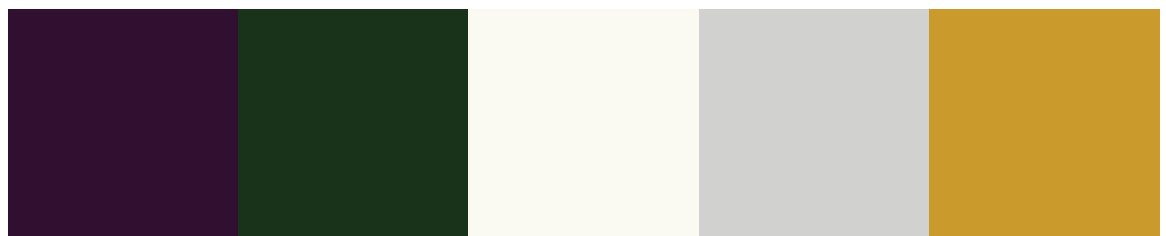
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KID'S STUFF



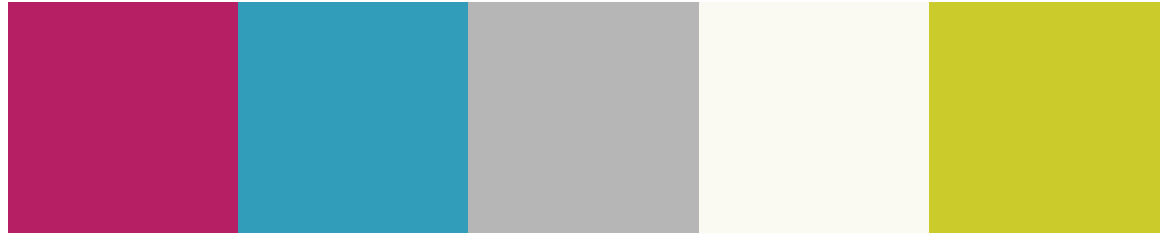
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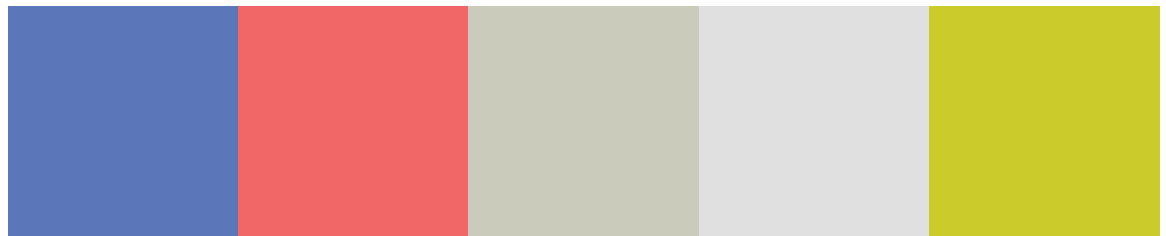
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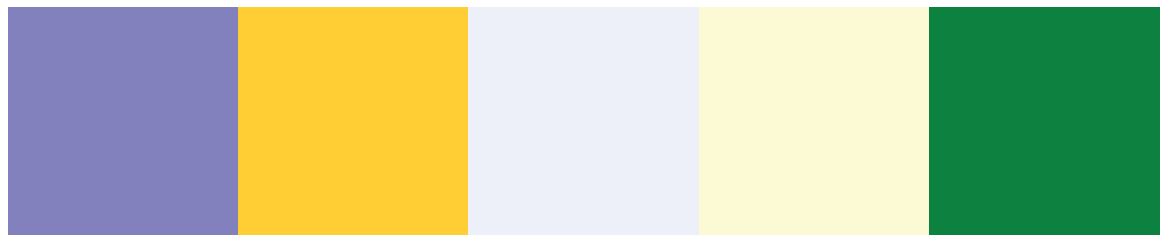
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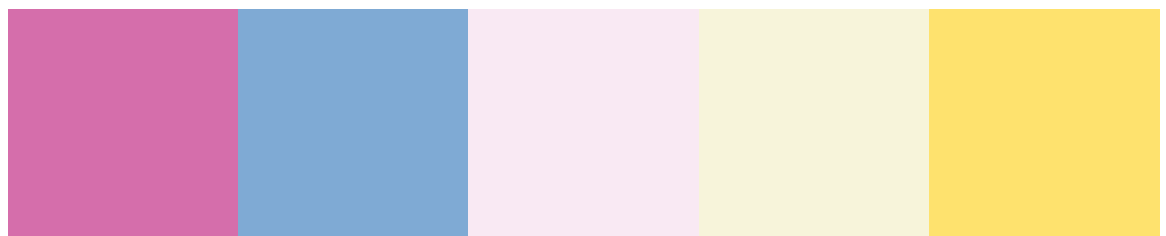
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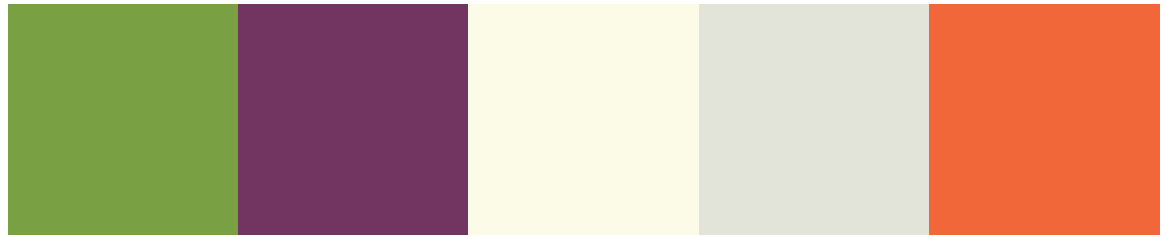
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KID'S STUFF



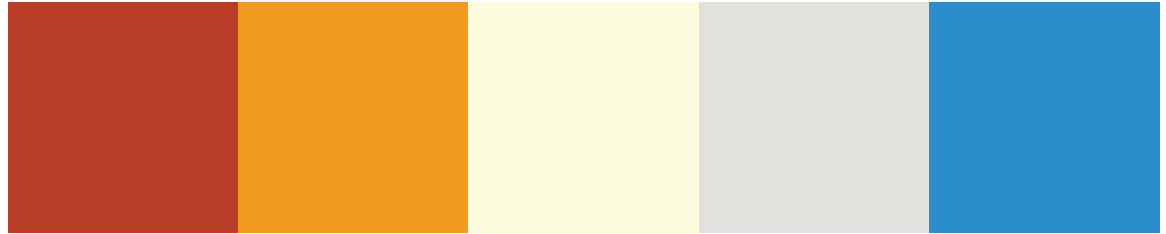
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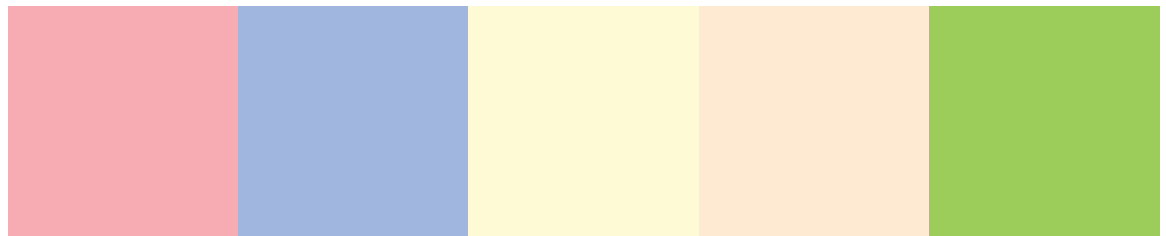
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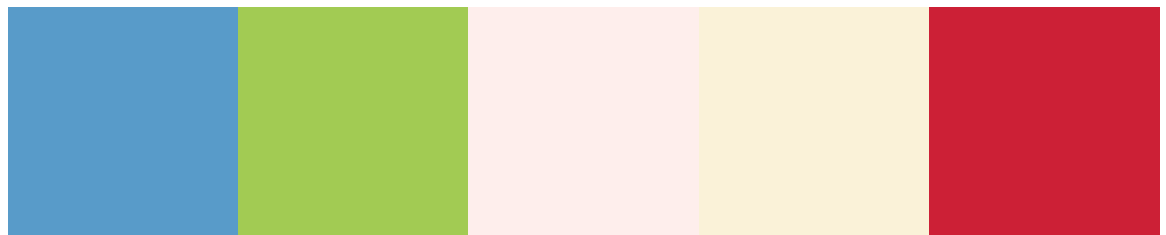
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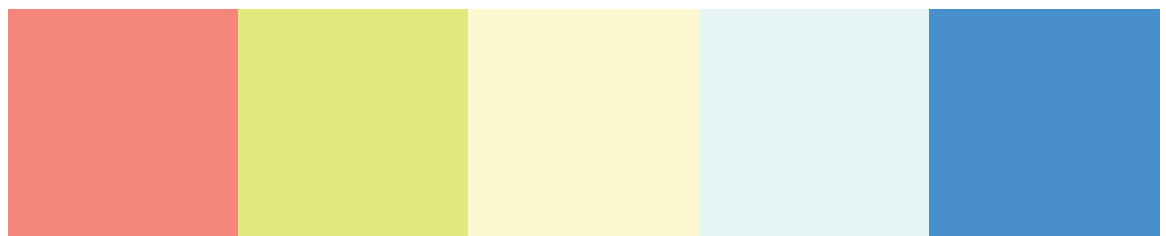
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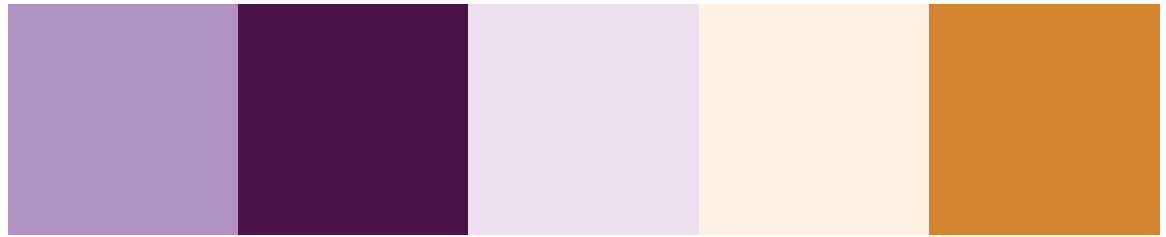
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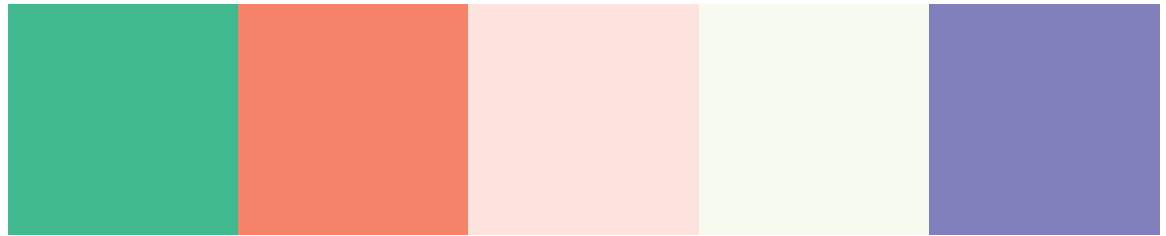
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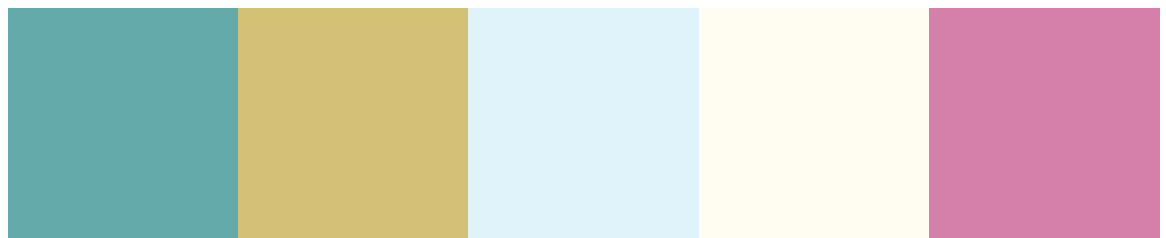
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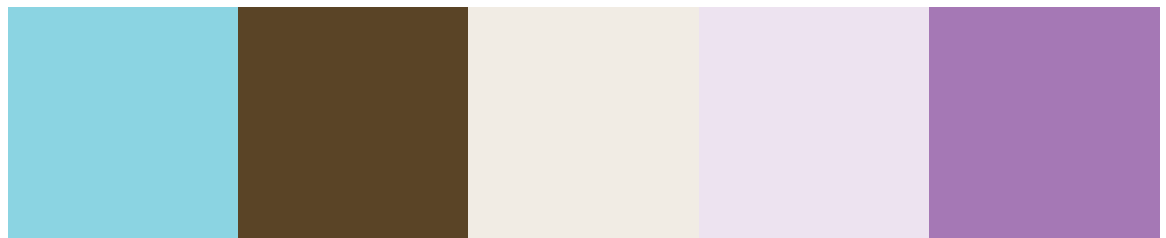
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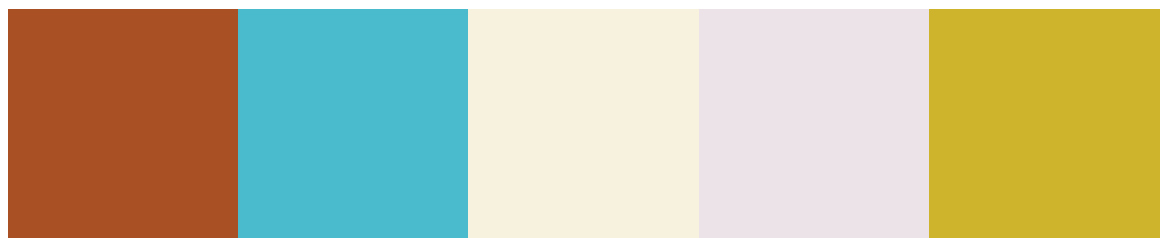
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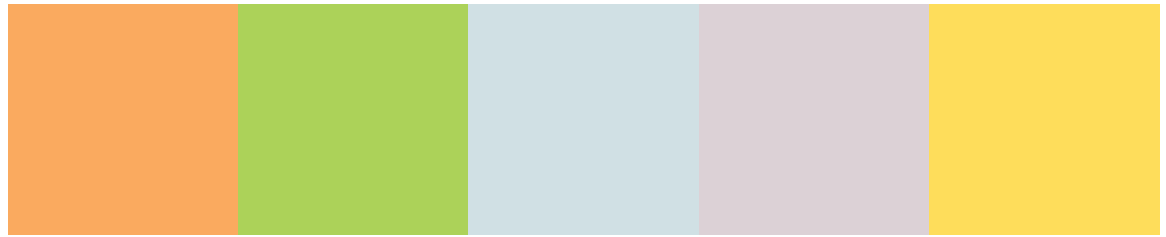
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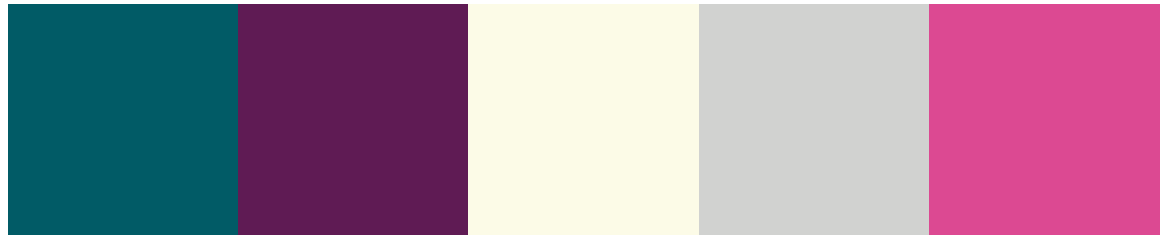
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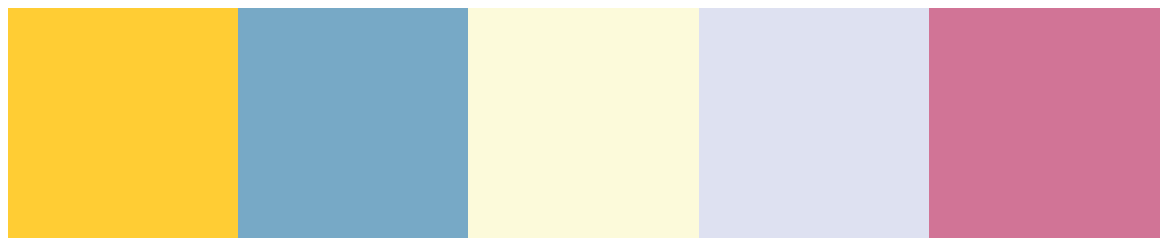
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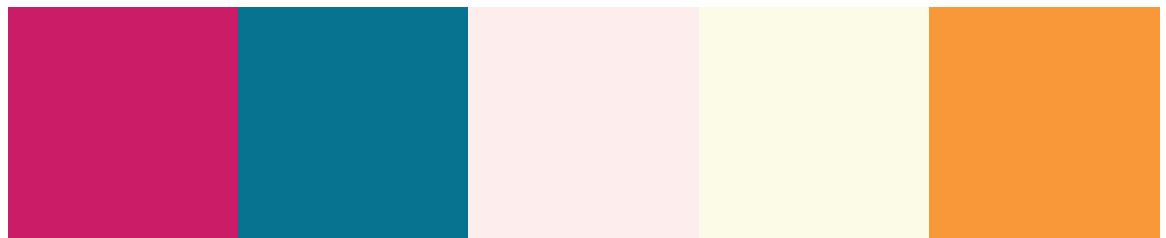
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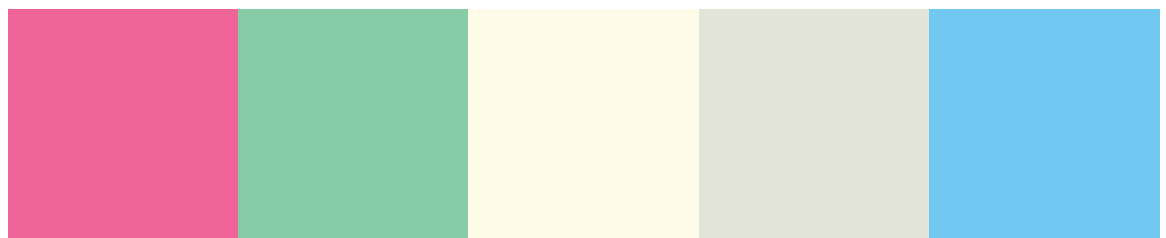
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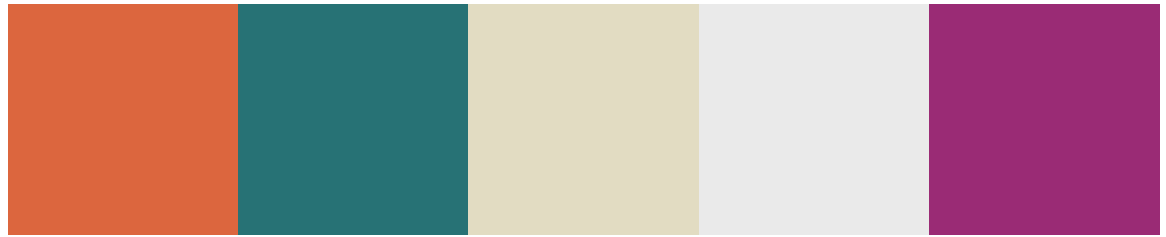
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FRIENDLY



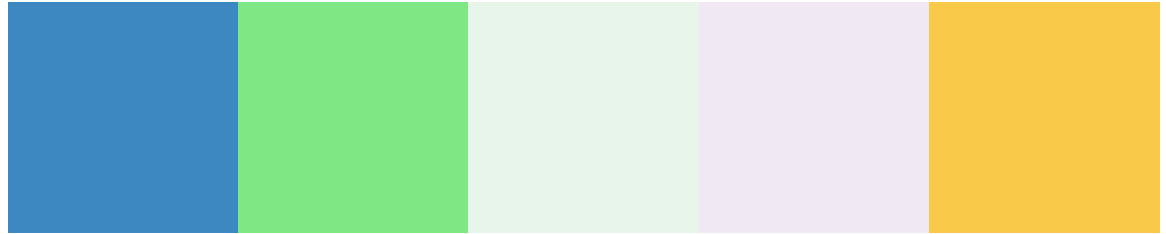
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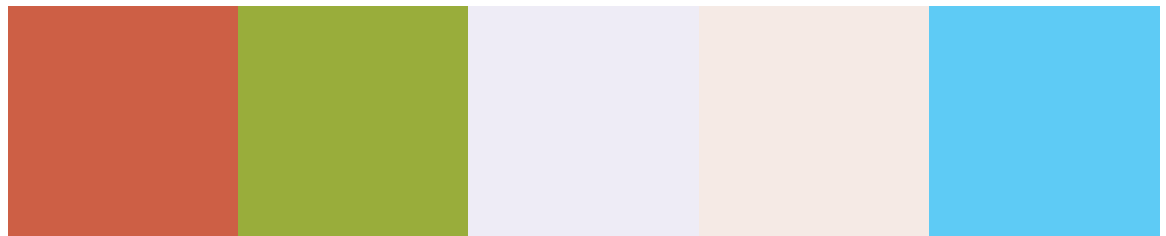
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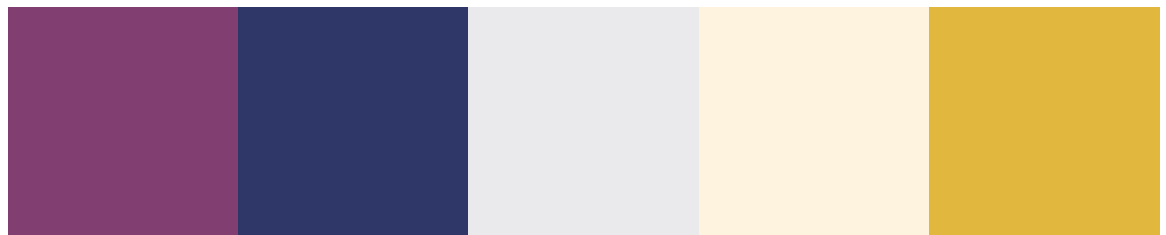
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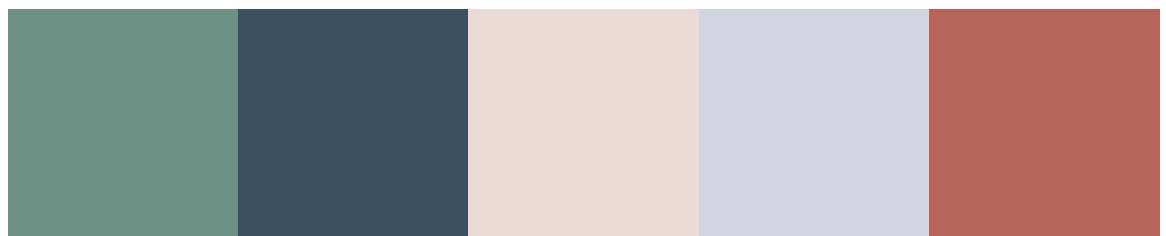
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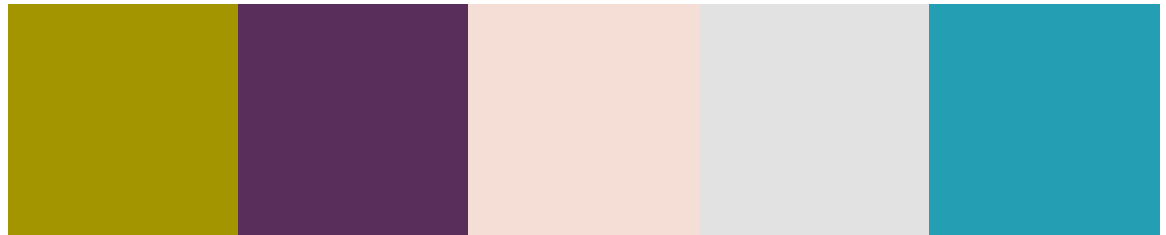
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FRIENDLY



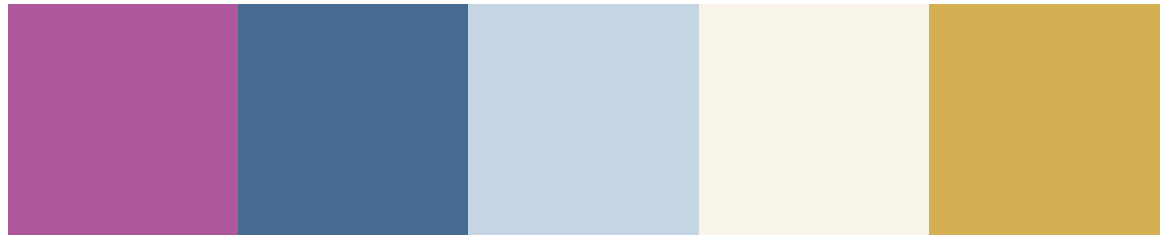
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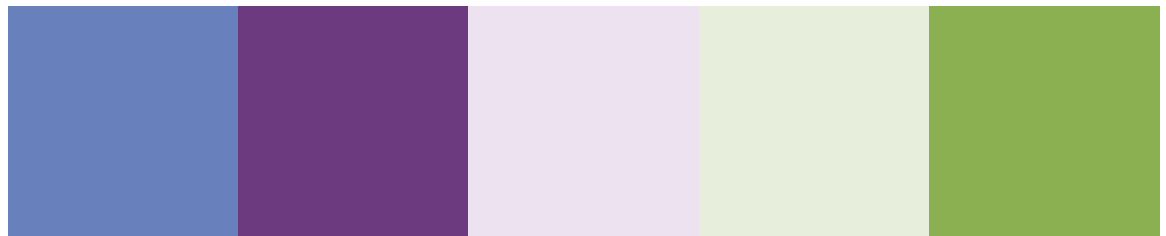
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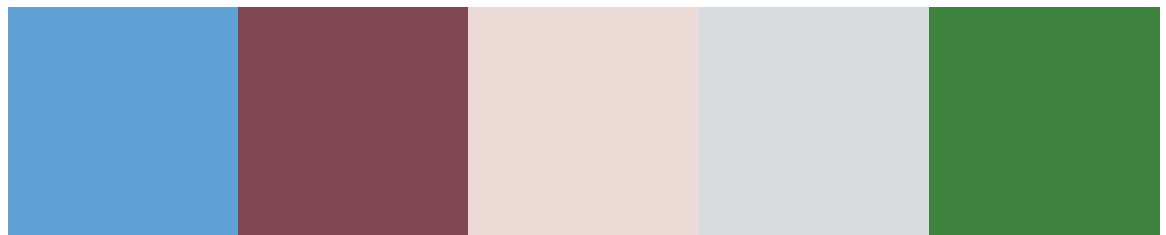
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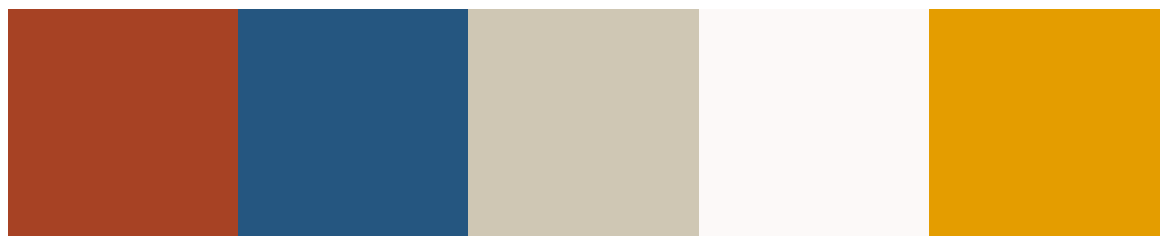
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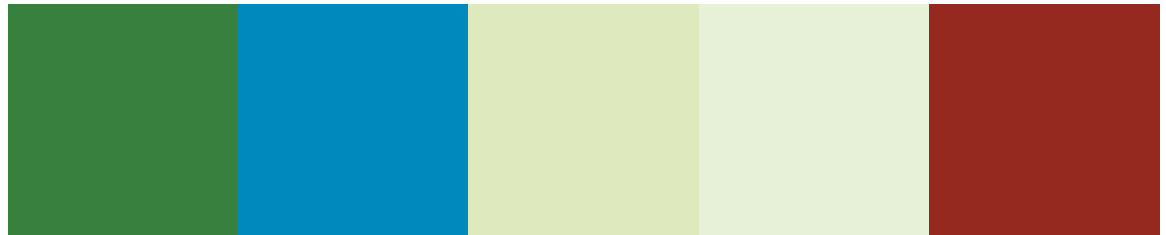
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HEALTHY



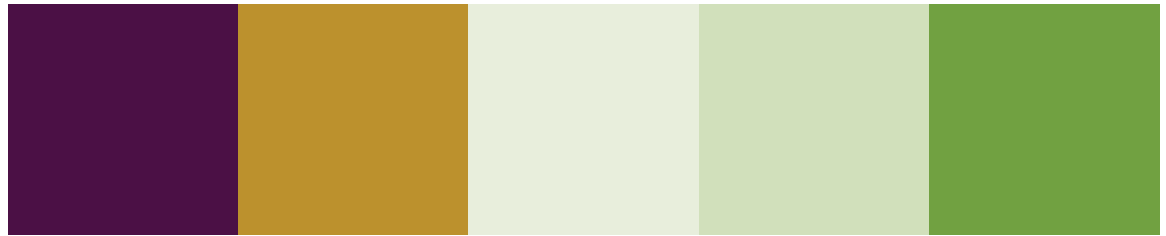
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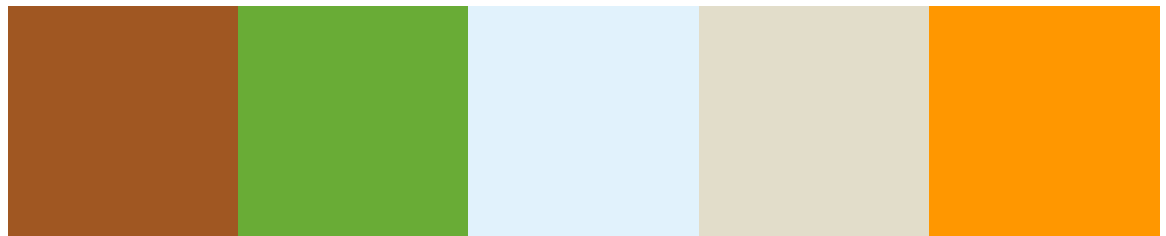
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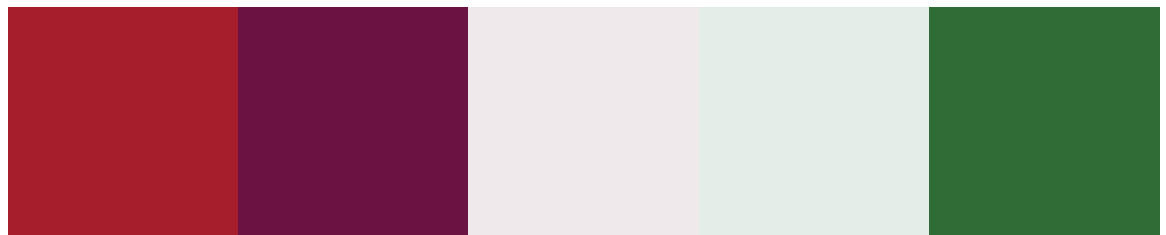
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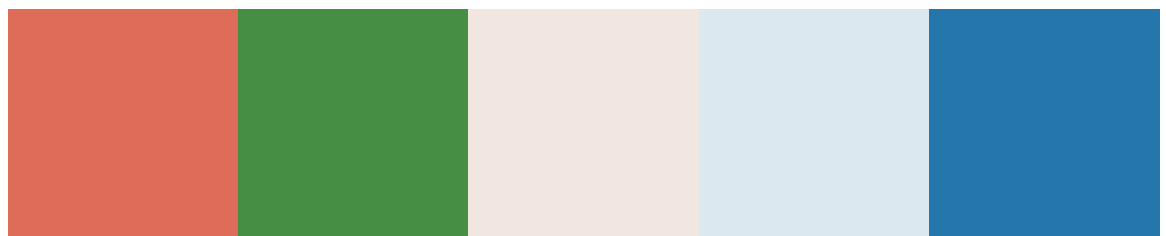
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BACKGROUND
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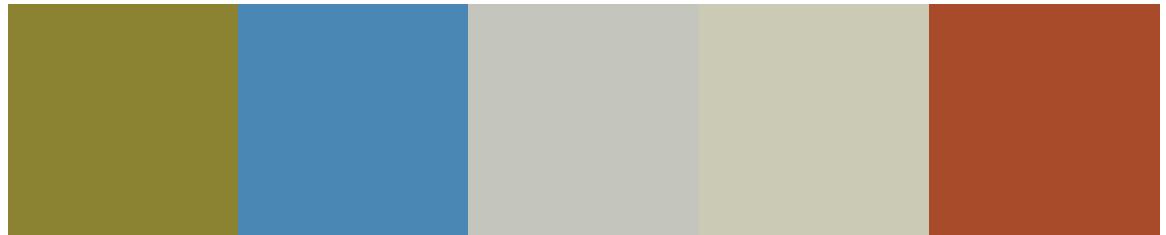
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HEALTHY



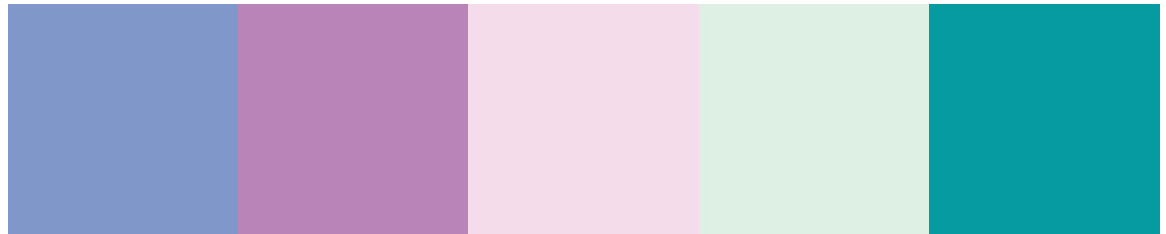
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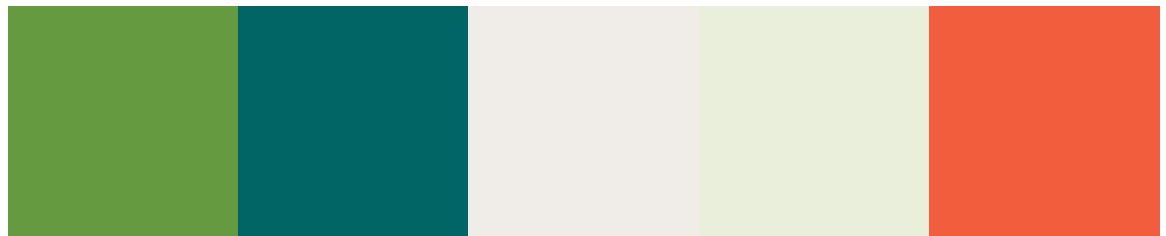
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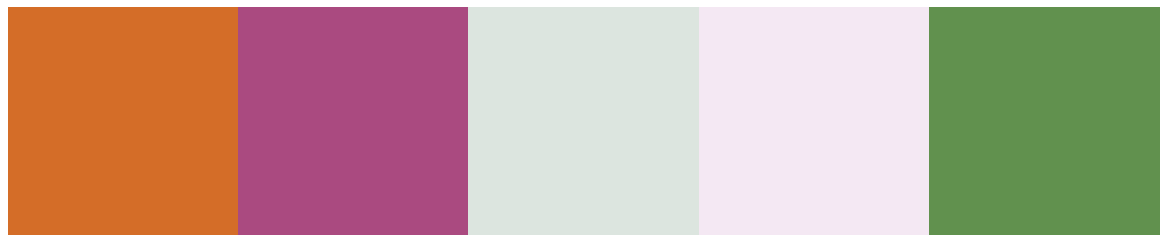
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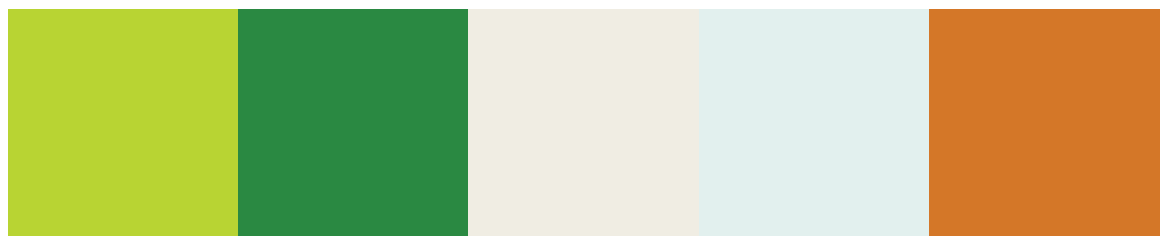
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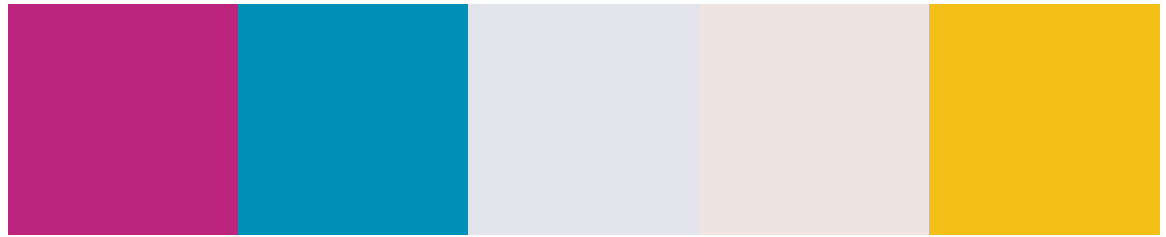
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BACKGROUND
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ACCENT
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HIGH ENERGY



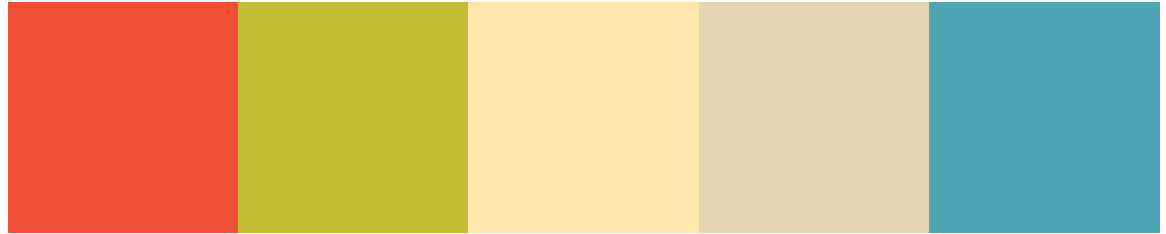
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BACKGROUND
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ACCENT
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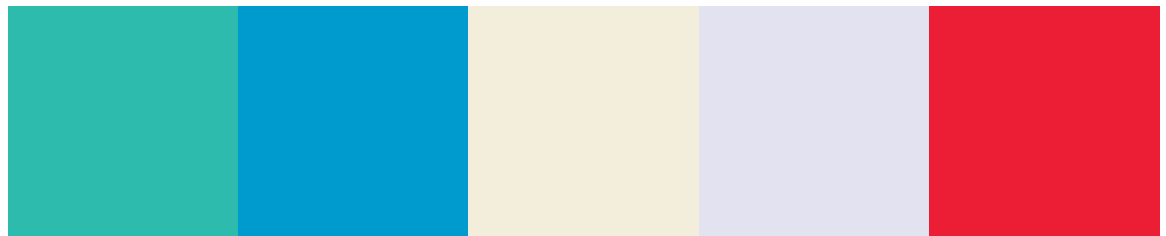
MAIN
HEX #E7483D

MAIN
HEX #C0C041

BACKGROUND
HEX #FCEAB1

BACKGROUND
HEX #E2D4B1

ACCENT
HEX #5BA5B4



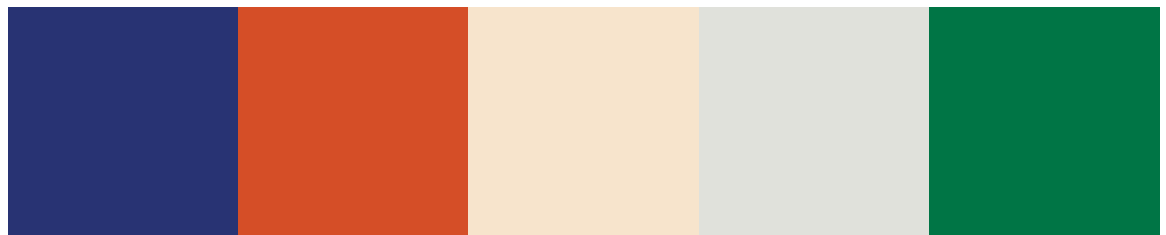
MAIN
HEX #47BDAD

MAIN
HEX #379ACB

BACKGROUND
HEX #F1EFDC

BACKGROUND
HEX #E3E1F2

ACCENT
HEX #E4003A



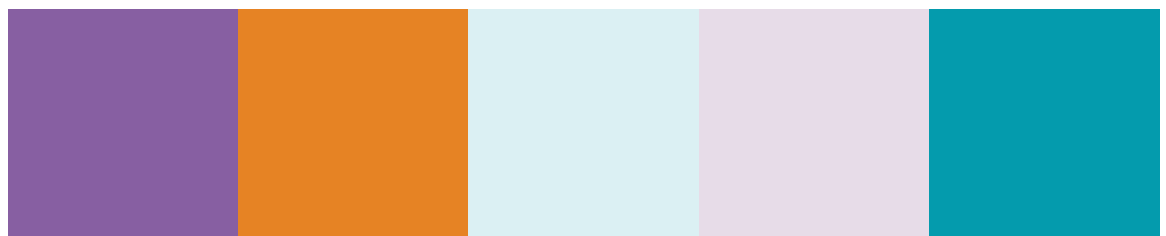
MAIN
HEX #212675

MAIN
HEX #CE4827

BACKGROUND
HEX #F6E6CD

BACKGROUND
HEX #E0E1DB

ACCENT
HEX #1D7746



MAIN
HEX #8659A0

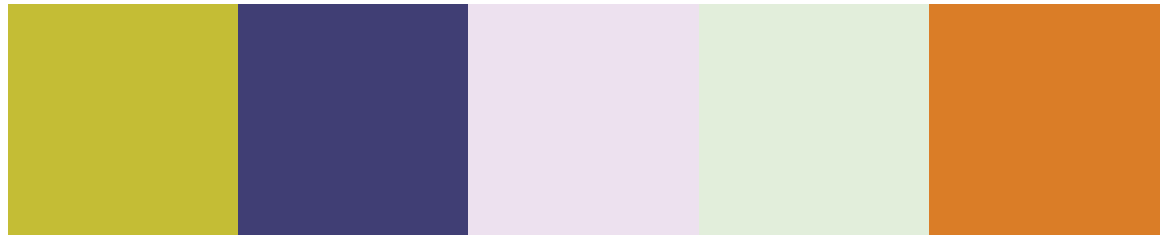
MAIN
HEX #DF832A

BACKGROUND
HEX #DDF1F3

BACKGROUND
HEX #E6DBE8

ACCENT
HEX #329AAC

HIGH ENERGY



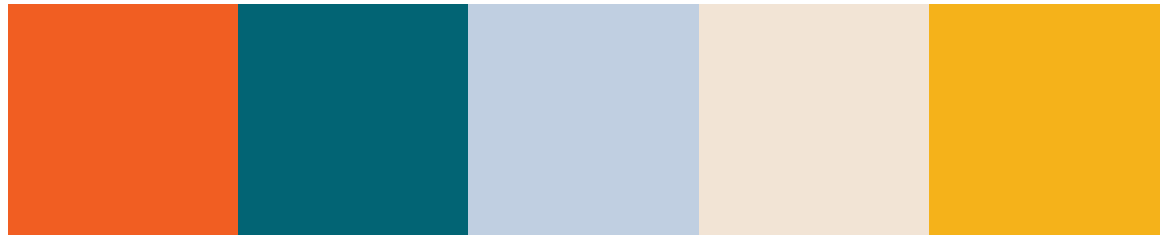
MAIN
HEX #C0C041

MAIN
HEX #423B72

BACKGROUND
HEX #ECE0EF

BACKGROUND
HEX #E3F0DB

ACCENT
HEX #D47C28



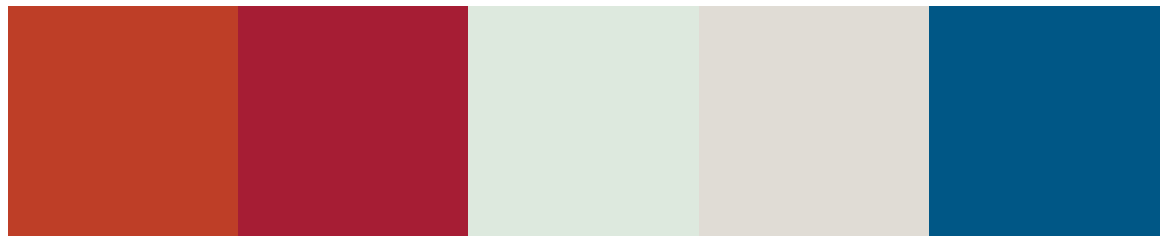
MAIN
HEX #EE571B

MAIN
HEX #1E6473

BACKGROUND
HEX #C2CEE0

BACKGROUND
HEX #F0E4D6

ACCENT
HEX #F0B423



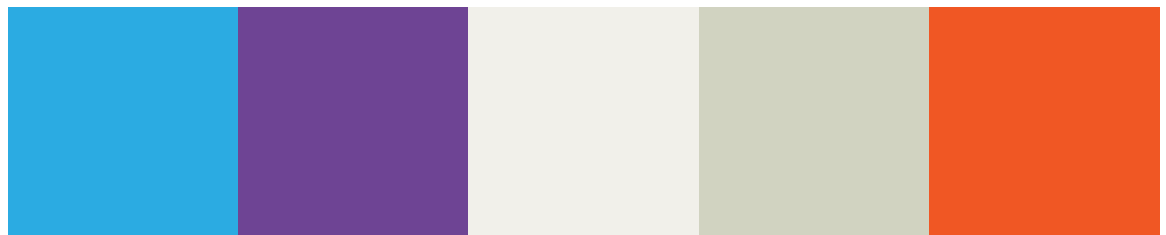
MAIN
HEX #B83719

MAIN
HEX #9F0033

BACKGROUND
HEX #DEEAE

BACKGROUND
HEX #DFDCD5

ACCENT
HEX #1E5484



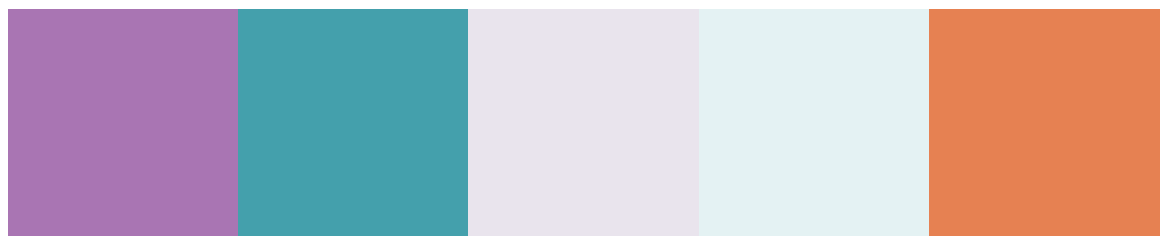
MAIN
HEX #41ACED

MAIN
HEX #6E3D93

BACKGROUND
HEX #F0F0EA

BACKGROUND
HEX #D1D4C1

ACCENT
HEX #E8512D



MAIN
HEX #AA6FC1

MAIN
HEX #53A1AB

BACKGROUND
HEX #E9E3EE

BACKGROUND
HEX #E5F1F3

ACCENT
HEX #E08057

MASCULINE



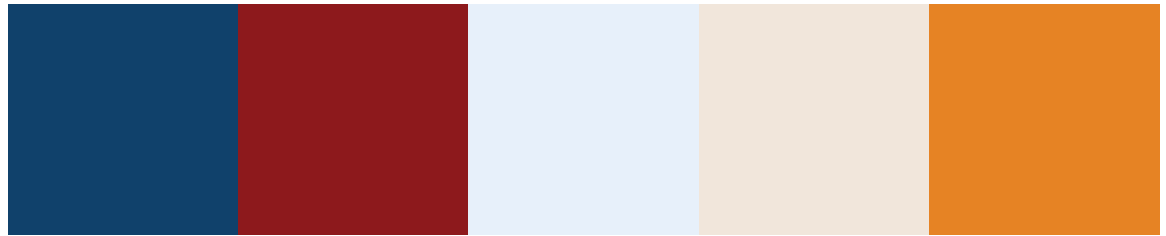
MAIN
HEX #274777

MAIN
HEX #570D45

BACKGROUND
HEX #D6DCF0

BACKGROUND
HEX #E2E4D9

ACCENT
HEX #5E941B



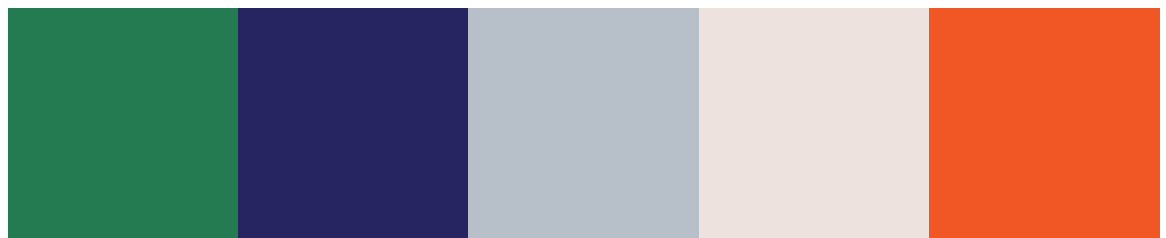
MAIN
HEX #163E6A

MAIN
HEX #870015

BACKGROUND
HEX #E7F0FC

BACKGROUND
HEX #F0E6DB

ACCENT
HEX #DF832A



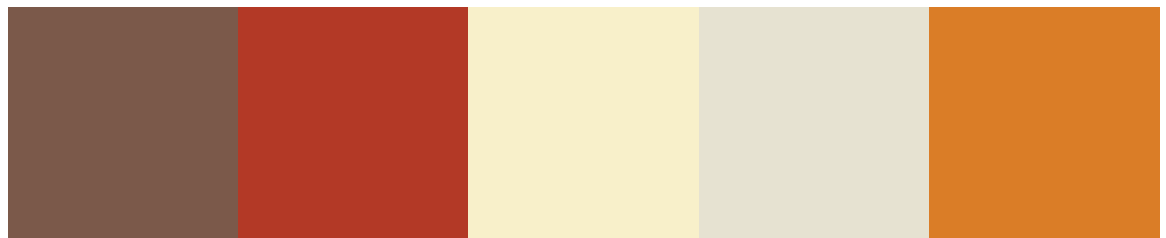
MAIN
HEX #307D52

MAIN
HEX #1D1163

BACKGROUND
HEX #B8BFC8

BACKGROUND
HEX #EEE3DF

ACCENT
HEX #E8512D



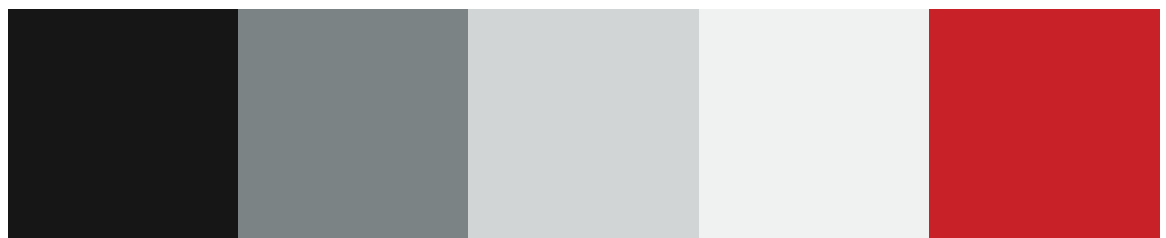
MAIN
HEX #78584A

MAIN
HEX #AB342B

BACKGROUND
HEX #F6F1CB

BACKGROUND
HEX #E5E3D2

ACCENT
HEX #D47C28



MAIN
HEX 161616

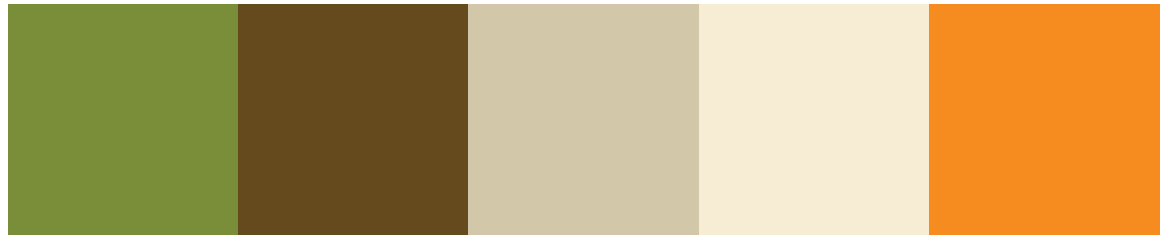
MAIN
HEX #7D8385

BACKGROUND
HEX #D2D5D6

BACKGROUND
HEX #F0F1F1

ACCENT
HEX #C00024

MASCULINE



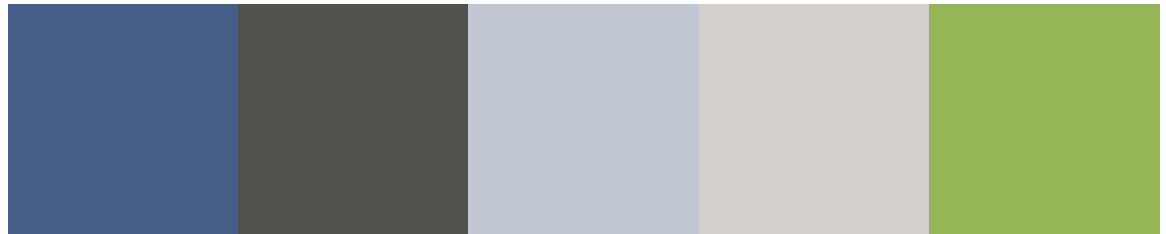
MAIN
HEX #7A9022

MAIN
HEX #624B1F

BACKGROUND
HEX #D1C8AA

BACKGROUND
HEX #F5EED5

ACCENT
HEX #EE8B2D



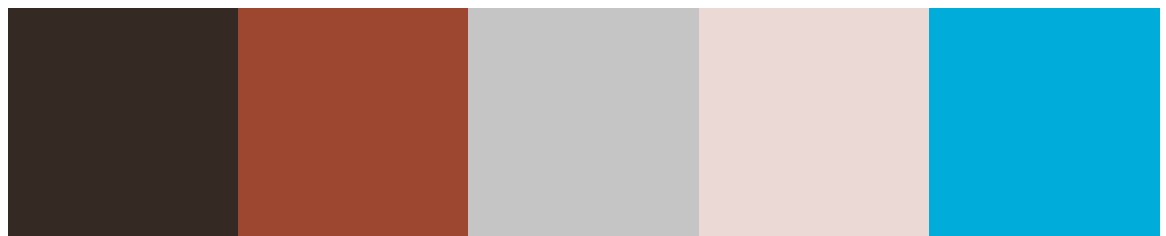
MAIN
HEX #4A5C85

MAIN
HEX #51524D

BACKGROUND
HEX #C2C8D4

BACKGROUND
HEX #D3CECA

ACCENT
HEX #95B75A



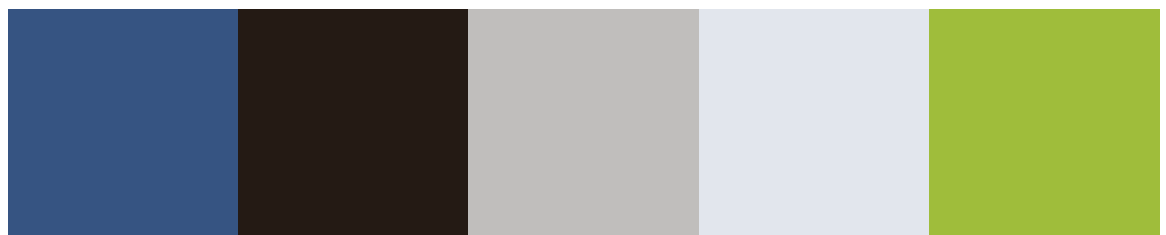
MAIN
HEX #332923

MAIN
HEX #984535

BACKGROUND
HEX #C6C5C5

BACKGROUND
HEX #E9D9D5

ACCENT
HEX #3DACD8



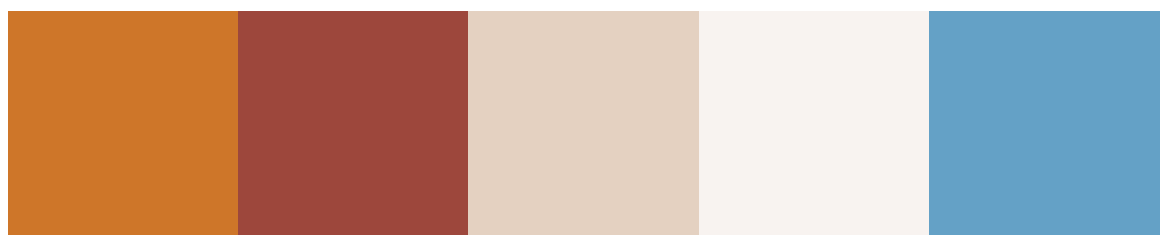
MAIN
HEX #3C5280

MAIN
HEX #231A15

BACKGROUND
HEX #C0BEBE

BACKGROUND
HEX #E3E7ED

ACCENT
HEX #9FC037



MAIN
HEX #C87624

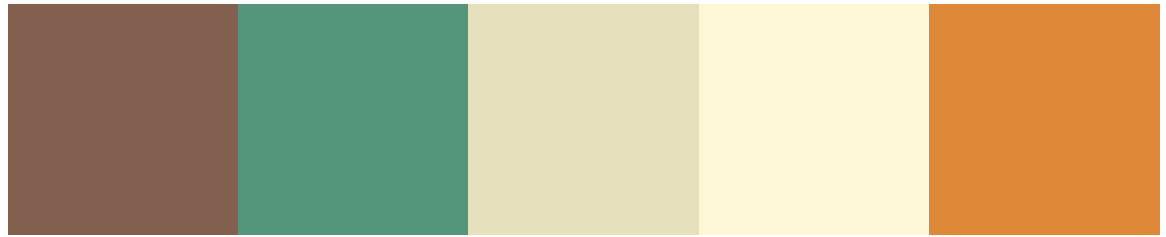
MAIN
HEX #98453E

BACKGROUND
HEX #E2D1C2

BACKGROUND
HEX #F7F3F0

ACCENT
HEX #6EA0C5

NATURAL



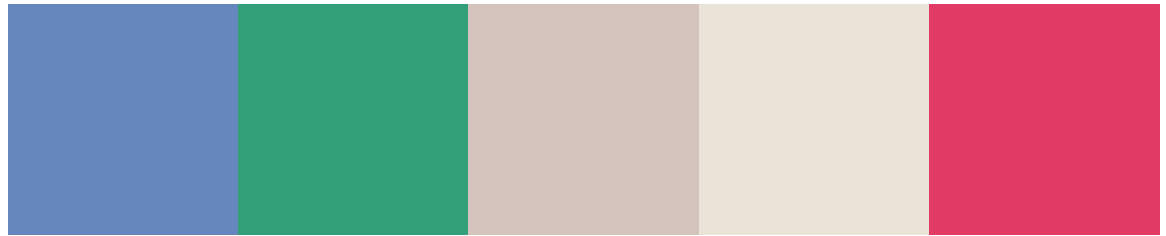
MAIN
HEX #7F5E4F

MAIN
HEX #5B987B

BACKGROUND
HEX #E4E1BE

BACKGROUND
HEX #FCF9D8

ACCENT
HEX #D68A3E



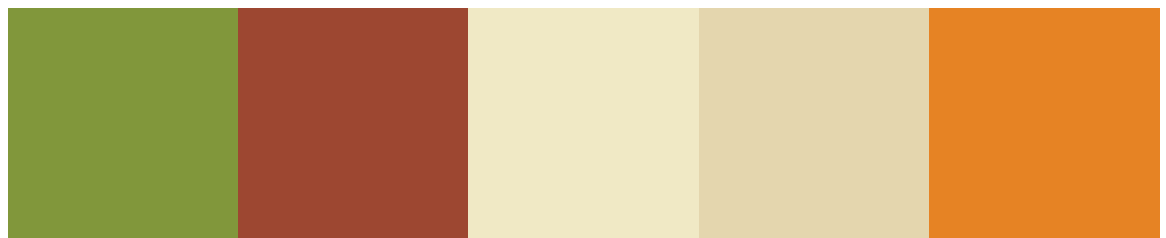
MAIN
HEX #6C85BD

MAIN
HEX #43A178

BACKGROUND
HEX #D3C4BD

BACKGROUND
HEX #EAE3D8

ACCENT
HEX #D82F67



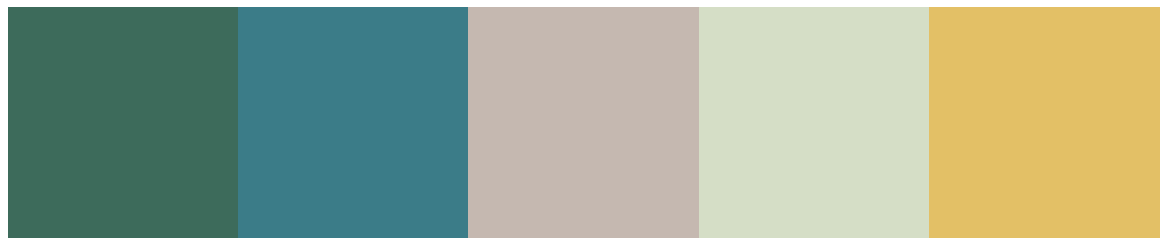
MAIN
HEX #819A3D

MAIN
HEX #984535

BACKGROUND
HEX #EFEAC6

BACKGROUND
HEX #E3D8AF

ACCENT
HEX #DF832A



MAIN
HEX #426C5A

MAIN
HEX #447B87

BACKGROUND
HEX #C4B8B0

BACKGROUND
HEX #D5DFC7

ACCENT
HEX #DEC26B



MAIN
HEX #706136

MAIN
HEX #95B75A

BACKGROUND
HEX #DEDD9E

BACKGROUND
HEX #FBFAF1

ACCENT
HEX #B6419A

NATURAL



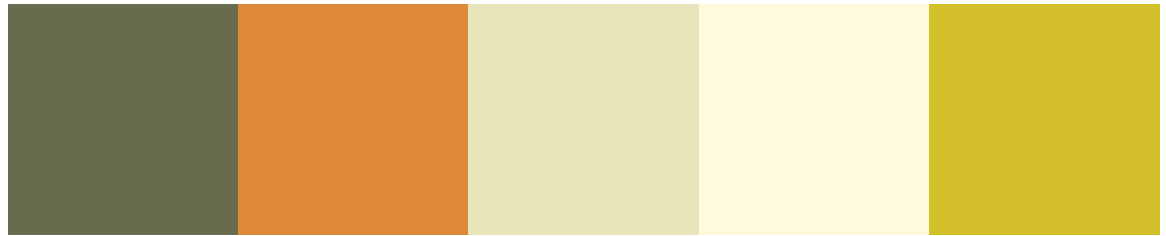
MAIN
HEX #2968AB

MAIN
HEX #94B234

BACKGROUND
HEX #BCC28E

BACKGROUND
HEX #D8DCBE

ACCENT
HEX #D68A3E



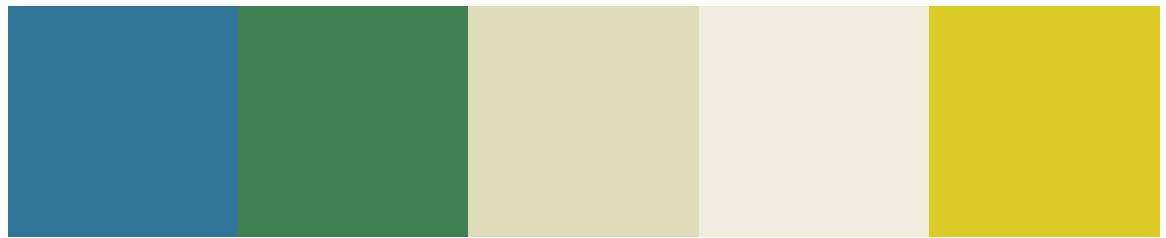
MAIN
HEX #686C4E

MAIN
HEX #D68A3E

BACKGROUND
HEX #E7E6BC

BACKGROUND
HEX #FEFCDC

ACCENT
HEX #D0C321



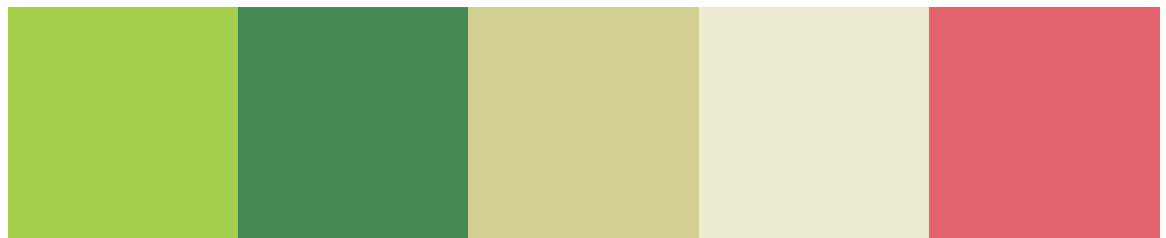
MAIN
HEX #3D7396

MAIN
HEX #468151

BACKGROUND
HEX #DEDDBB

BACKGROUND
HEX #EEEEFDD

ACCENT
HEX #D8CF23



MAIN
HEX #A6D352

MAIN
HEX #4C8A57

BACKGROUND
HEX #D2D296

BACKGROUND
HEX #EBECD2

ACCENT
HEX #DB5D6E



MAIN
HEX #4C2D09

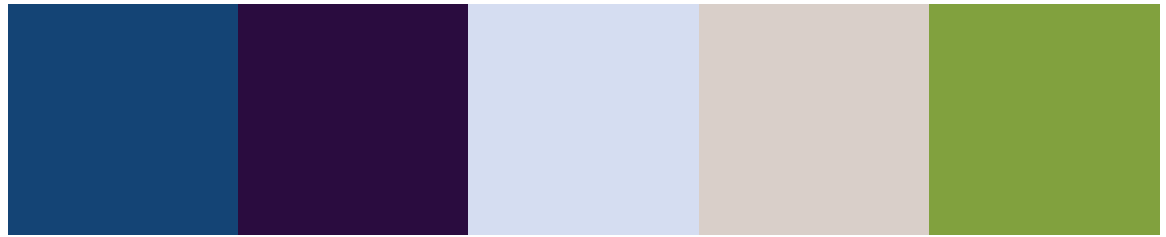
MAIN
HEX #426C31

BACKGROUND
HEX #D9EBB6

BACKGROUND
HEX #EFF1EA

ACCENT
HEX #3CA2E0

TRADITIONAL



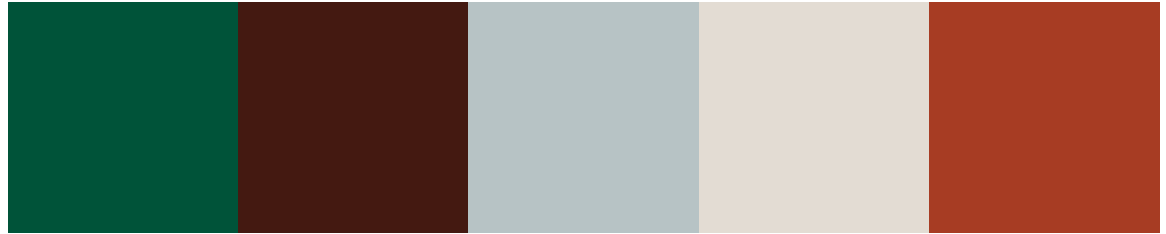
MAIN
HEX #184174

MAIN
HEX #2B013F

BACKGROUND
HEX #D6DCF0

BACKGROUND
HEX #D7CEC9

ACCENT
HEX #82A541



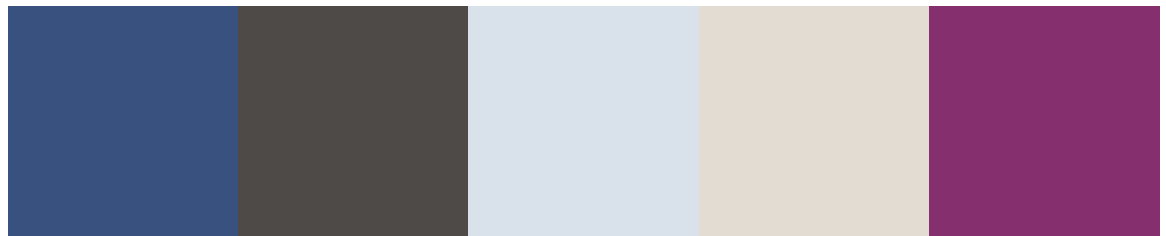
MAIN
HEX #125539

MAIN
HEX #42160F

BACKGROUND
HEX #B8C3C5

BACKGROUND
HEX #E2DDD3

ACCENT
HEX #A13719



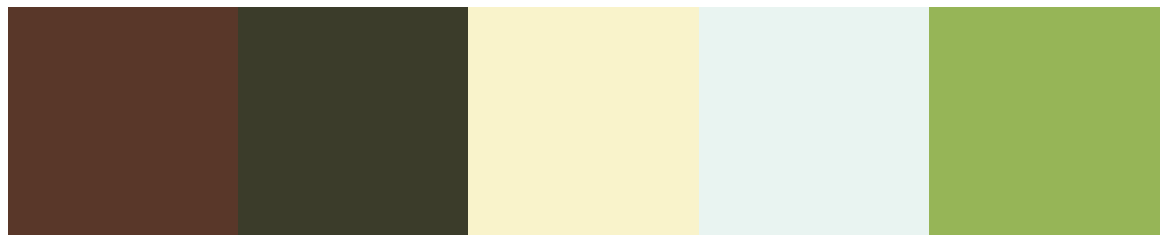
MAIN
HEX #3D4E7D

MAIN
HEX #4C4A46

BACKGROUND
HEX #D9E2EB

BACKGROUND
HEX #E2DDD3

ACCENT
HEX #81266E



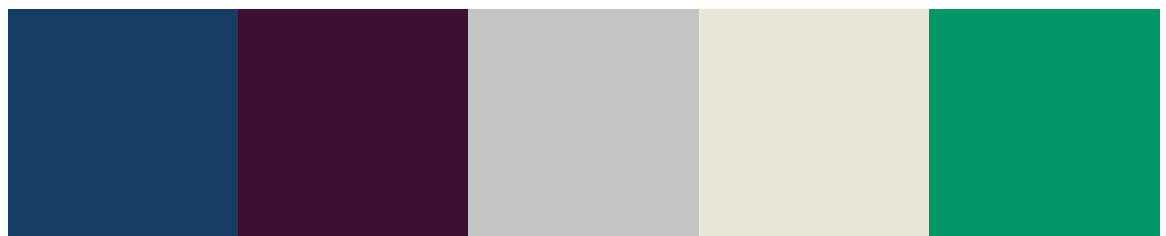
MAIN
HEX #563629

MAIN
HEX #3B3D2B

BACKGROUND
HEX #F6F4CC

BACKGROUND
HEX #E9F3F0

ACCENT
HEX #95B75A



MAIN
HEX #203B63

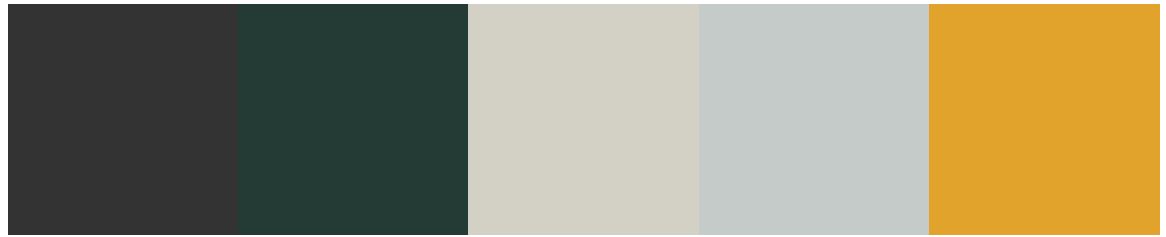
MAIN
HEX #3C092F

BACKGROUND
HEX #C5C5C5

BACKGROUND
HEX #E8E8D8

ACCENT
HEX #289969

TRADITIONAL



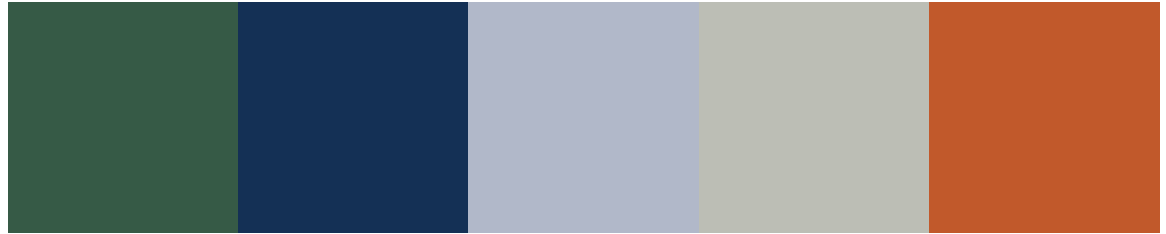
MAIN
HEX #333333

MAIN
HEX #263B34

BACKGROUND
HEX #D2D0C6

BACKGROUND
HEX #C5CBCA

ACCENT
HEX #DCA438



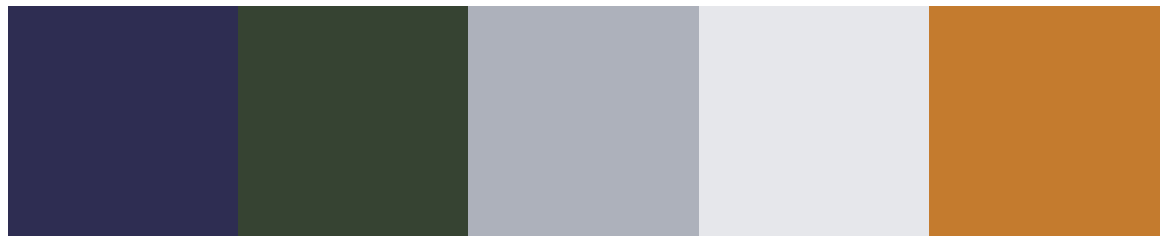
MAIN
HEX #395A45

MAIN
HEX #1C2E54

BACKGROUND
HEX #B2B7C8

BACKGROUND
HEX #BCBEB5

ACCENT
HEX #BA5731



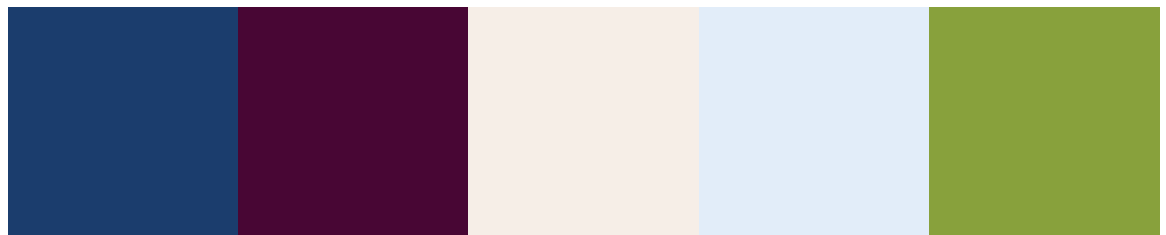
MAIN
HEX #302B51

MAIN
HEX #364432

BACKGROUND
HEX #AEB1BB

BACKGROUND
HEX #E6E7EC

ACCENT
HEX #BE7B36



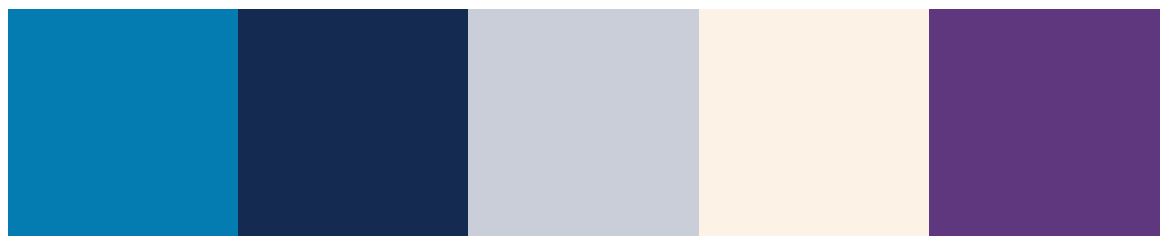
MAIN
HEX #1B396D

MAIN
HEX #470034

BACKGROUND
HEX #F5EEE7

BACKGROUND
HEX #E4EEFA

ACCENT
HEX #89A437



MAIN
HEX #2C7AAF

MAIN
HEX #0D2650

BACKGROUND
HEX #CACED8

BACKGROUND
HEX #FBF2E5

ACCENT
HEX #5E307E

UPSCALE



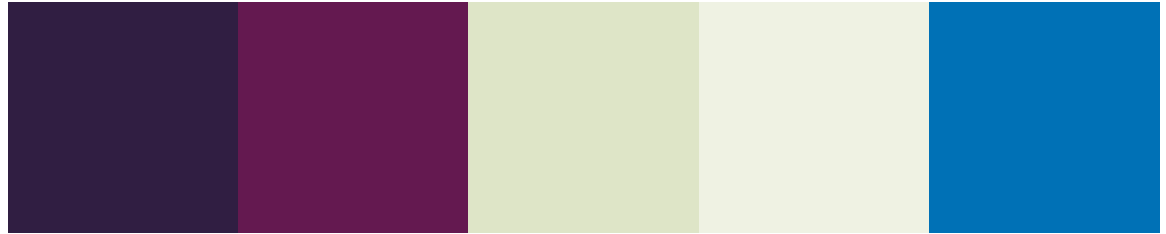
MAIN
HEX #900524

MAIN
HEX #BD6F21

BACKGROUND
HEX #FAE3AA

BACKGROUND
HEX #FDF2D5

ACCENT
HEX #94B234



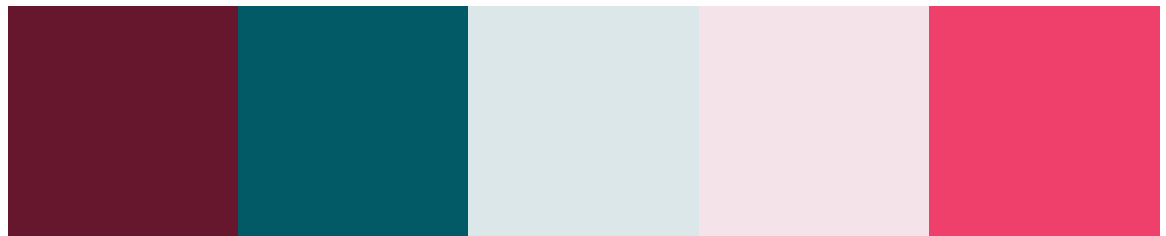
MAIN
HEX #301B41

MAIN
HEX #600D50

BACKGROUND
HEX #DEE6C8

BACKGROUND
HEX #EFF3E3

ACCENT
HEX #2B6EB4



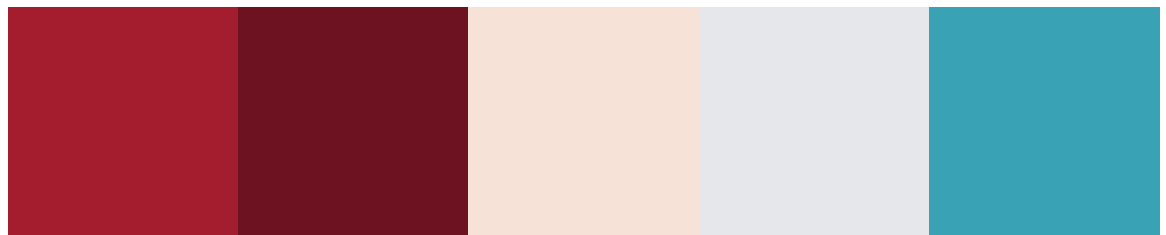
MAIN
HEX #63112E

MAIN
HEX #195965

BACKGROUND
HEX #DCE7E9

BACKGROUND
HEX #F3E5EA

ACCENT
HEX #E6326D



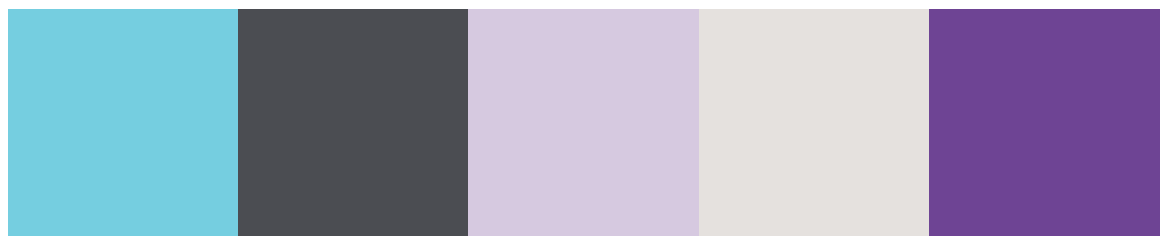
MAIN
HEX #9C1131

MAIN
HEX #680C21

BACKGROUND
HEX #F4E2D7

BACKGROUND
HEX #E6E7EC

ACCENT
HEX #4CA3B4



MAIN
HEX #81CEDF

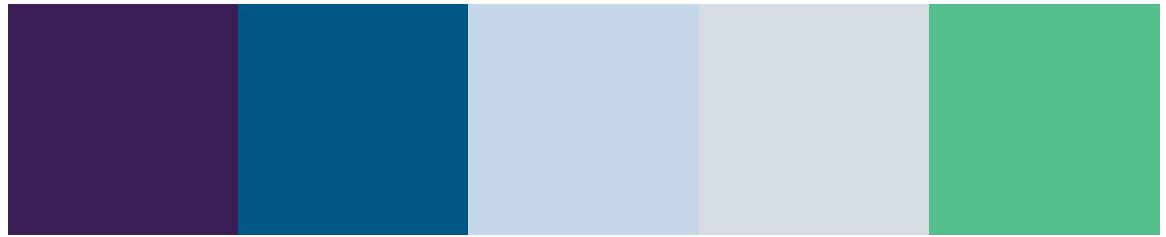
MAIN
HEX #4B4D52

BACKGROUND
HEX #D5C8E0

BACKGROUND
HEX #E5E1DE

ACCENT
HEX #6E3D93

UPSCALE



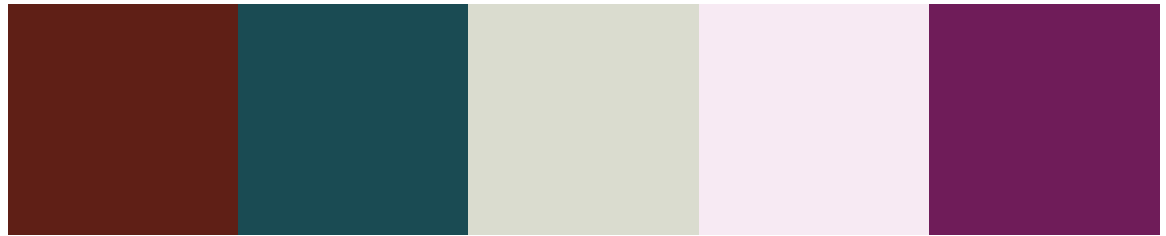
MAIN
HEX #3B1156

MAIN
HEX #1E5484

BACKGROUND
HEX #C7D7E8

BACKGROUND
HEX #D6DCE2

ACCENT
HEX #5AC990



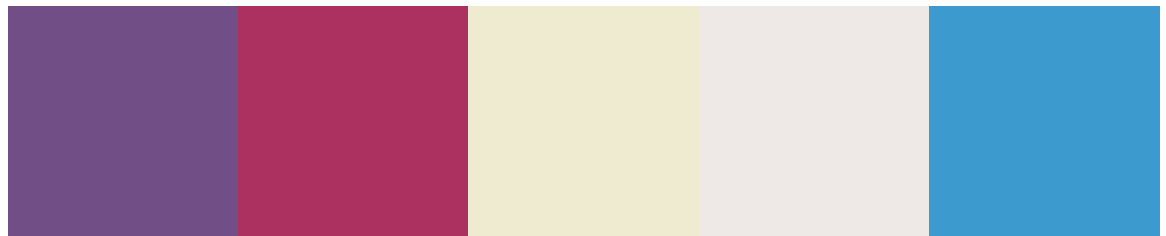
MAIN
HEX #5B1D18

MAIN
HEX #224B53

BACKGROUND
HEX #D9DDCF

BACKGROUND
HEX #F8E9FE

ACCENT
HEX #6D0058



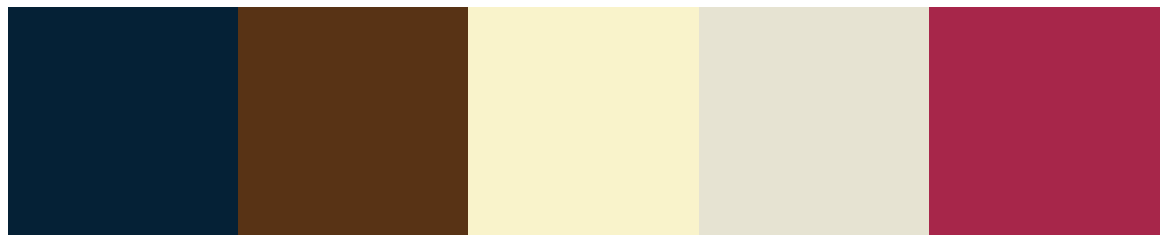
MAIN
HEX #704A85

MAIN
HEX #A52961

BACKGROUND
HEX #EEEDD2

BACKGROUND
HEX #EEE9E6

ACCENT
HEX #5098CD



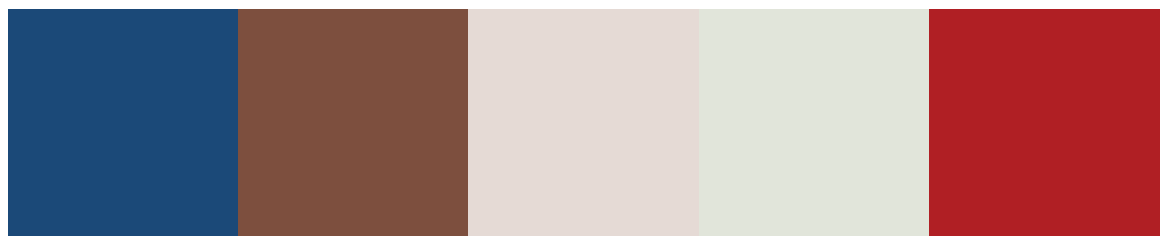
MAIN
HEX #061F36

MAIN
HEX #563215

BACKGROUND
HEX #F6F4CC

BACKGROUND
HEX #E5E4D3

ACCENT
HEX #A01D4A



MAIN
HEX #274777

MAIN
HEX #794D3F

BACKGROUND
HEX #E4DAD5

BACKGROUND
HEX #E1E5DA

ACCENT
HEX #A90021