Simplicity in Color Choices
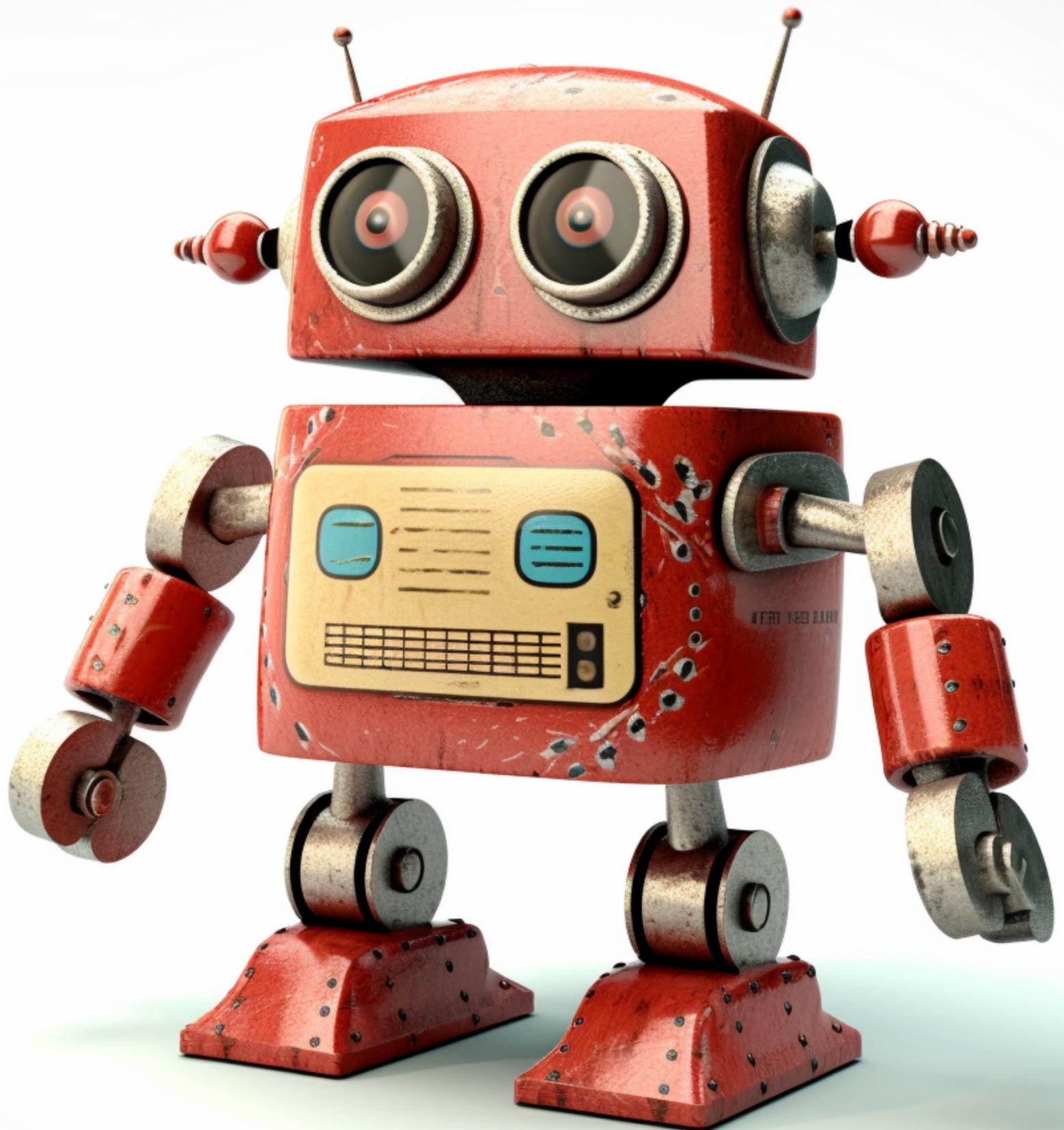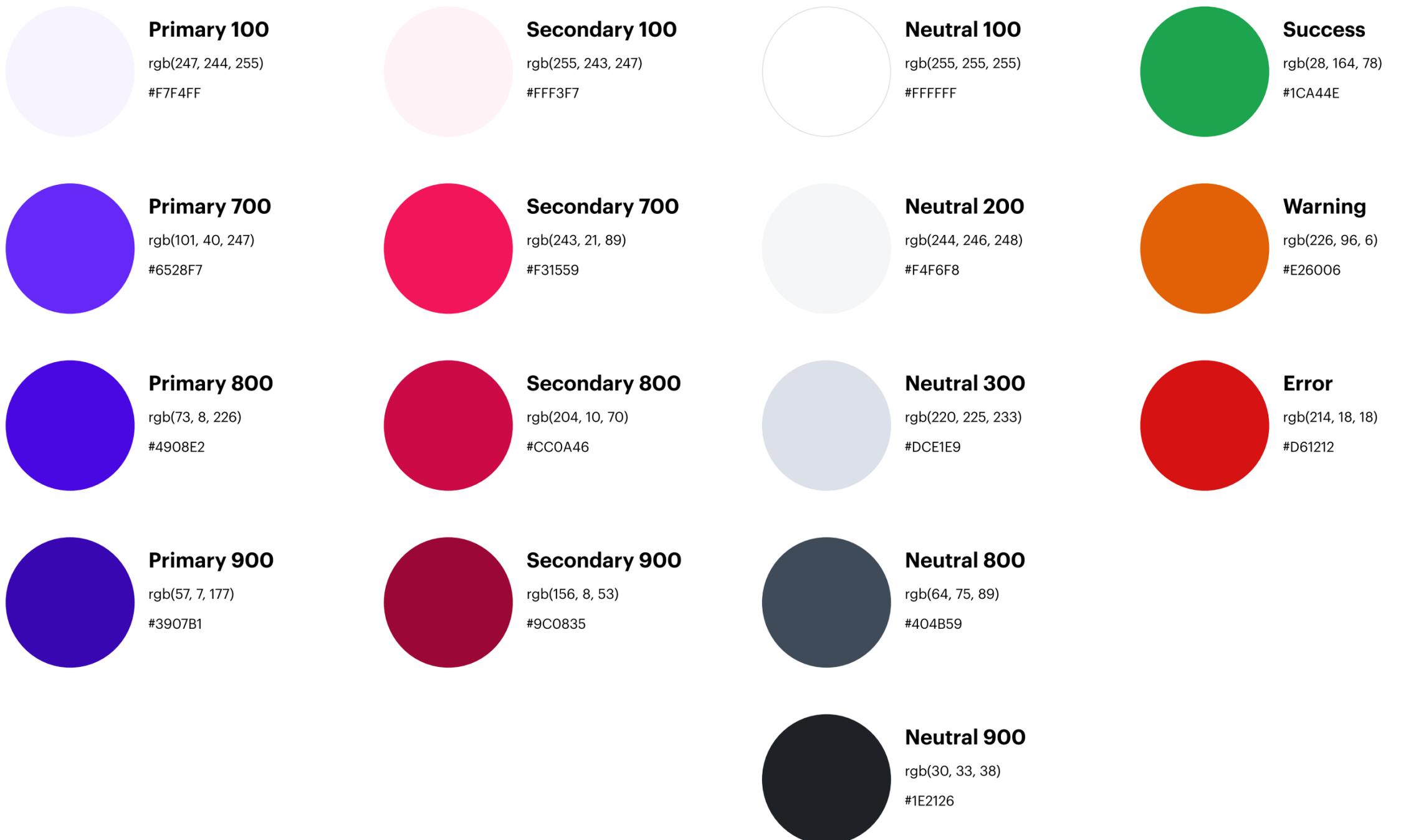
When starting a new project, I like to start small with primary, secondary, neutral, and semantic palettes.

Primary 100
rgb(247, 244, 255)
#F7F4FF

Secondary 100
rgb(255, 243, 247)
#FFF3F7

Neutral 100
rgb(255, 255, 255)
#FFFFFF

Success
rgb(28, 164, 78)
#1CA44E

Primary 700
rgb(101, 40, 247)
#6528F7

Secondary 700
rgb(243, 21, 89)
#F31559

Neutral 200
rgb(244, 246, 248)
#F4F6F8

Warning
rgb(226, 96, 6)
#E26006

Primary 800
rgb(73, 8, 226)
#4908E2

Secondary 800
rgb(204, 10, 70)
#CC0A46

Neutral 300
rgb(220, 225, 233)
#DCE1E9

Error
rgb(214, 18, 18)
#D61212

Primary 900
rgb(57, 7, 177)
#3907B1

Secondary 900
rgb(156, 8, 53)
#9C0835

Neutral 800
rgb(64, 75, 89)
#404B59

Neutral 900
rgb(30, 33, 38)
#1E2126

Primary color palette: I try to keep it to four colors to start with, each differentiated by a number.

Primary 100

rgb(247, 244, 255)

#F7F4FF
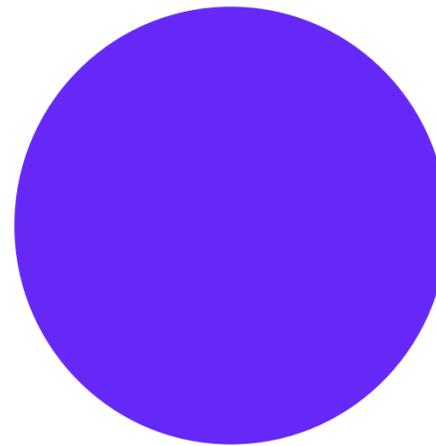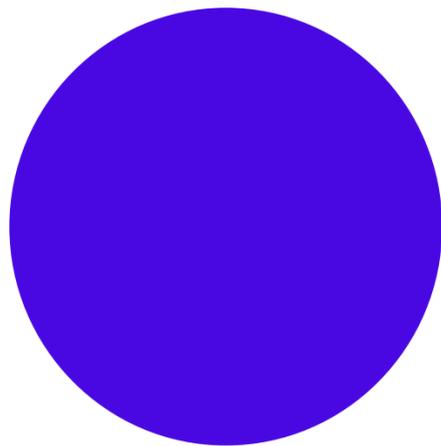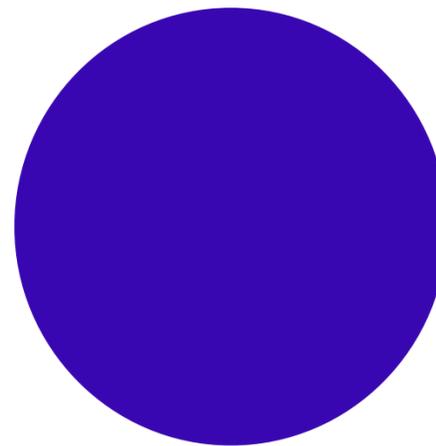
Primary 700

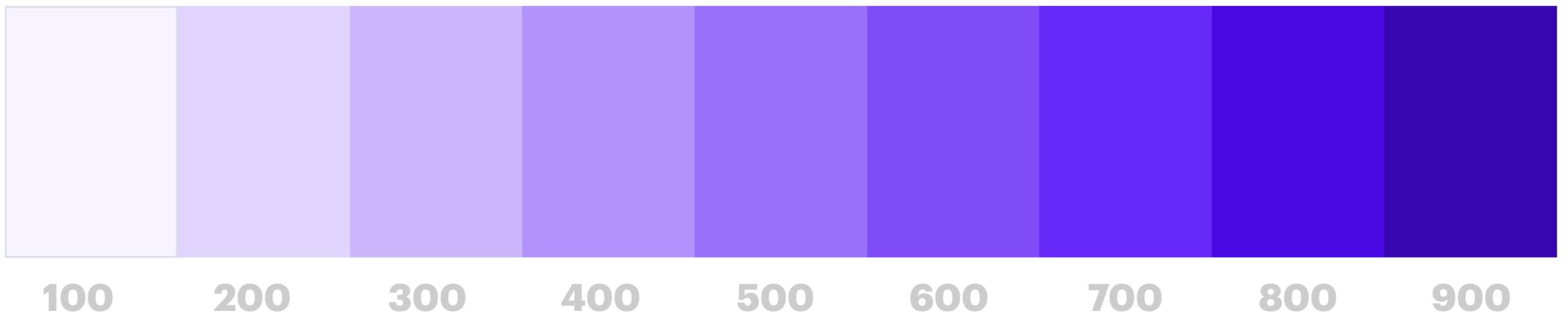rgb(101, 40, 247)

#6528F7

Primary 800

rgb(73, 8, 226)

#4908E2

Primary 900

rgb(57, 7, 177)

#3907B1

The numbers range from 100 to 900, with 100 being the lightest and 900 the darkest shade.

Primary

| 100 | 200 | 300 | 400 | 500 | 600 | 700 | 800 | 900 |

These are the 4 shades that I use. This workflow allows me to remain flexible and add to the color palette if necessary.
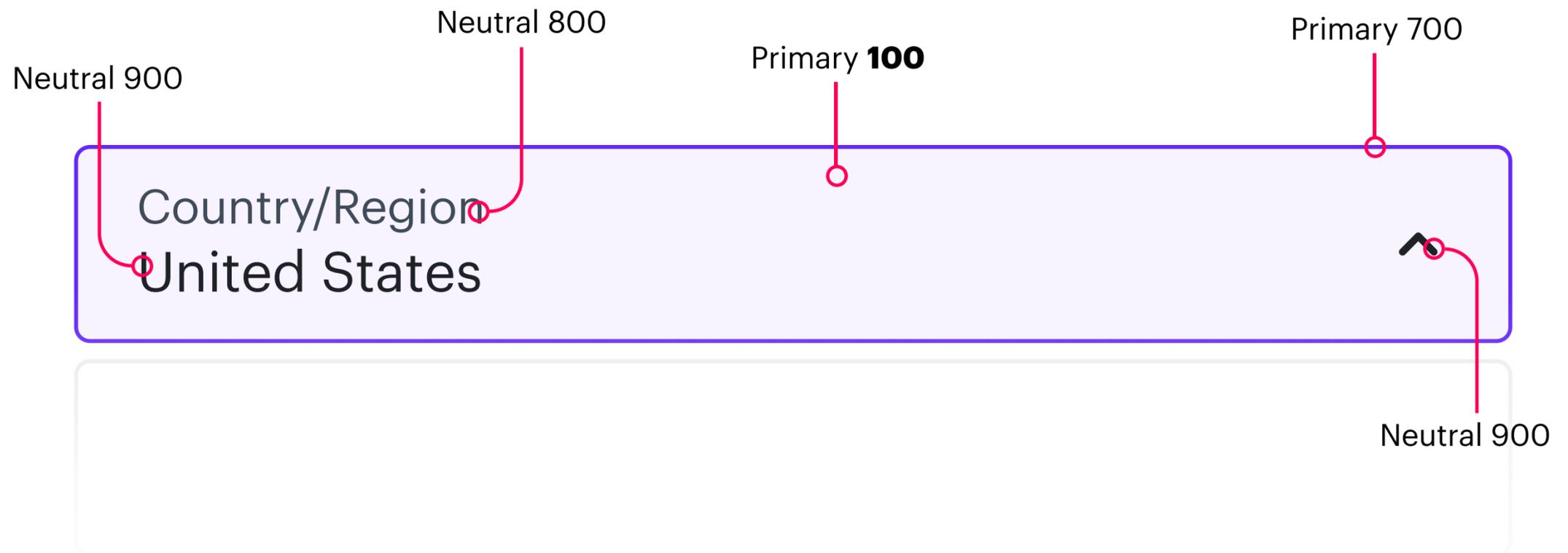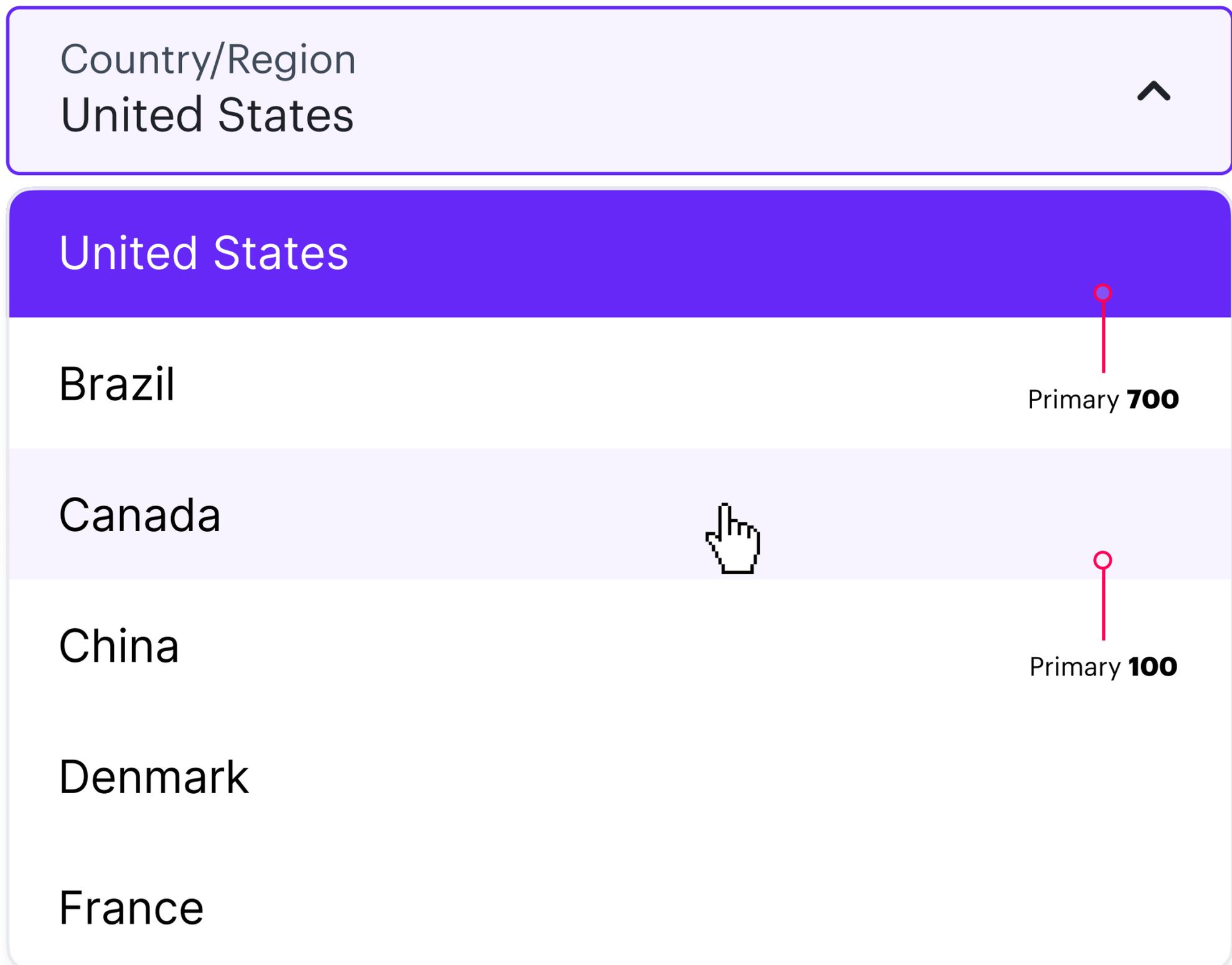
Primary

| 100 | 200 | 300 | 400 | 500 | 600 | 700 | 800 | 900 |
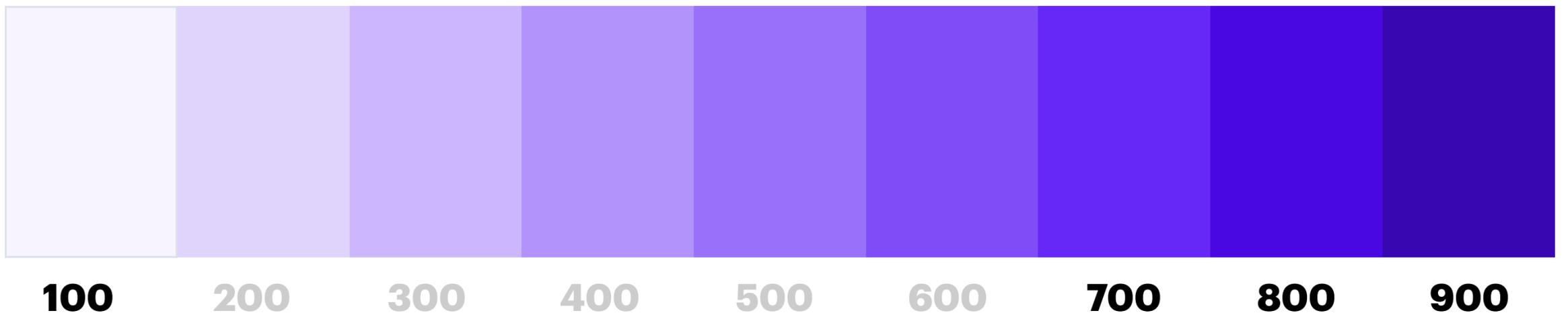
Here's an example of how I would use three of my primary colors: 700, 800, and 900.

Neutral 100   Primary **700**

Buy now

Normal

Neutral 100   Primary **800**

Buy now

Hover

Neutral 100   Primary **900**

Buy now

Pressed

Here's how I would use Primary 100 as a background color.

Neutral 900

Neutral 800

Primary **100**

Primary 700

Country/Region
United States

Neutral 900

The dropdown hover state also uses Primary 100, and Primary 700 is used for the selected state.

| Country/Region |
| United States | ⌄ |

United States

Brazil

Primary **700**

Canada

China

Primary **100**

Denmark

France

Secondary color palette: is made up of 4 colors similar to the primary color palette

Secondary 100
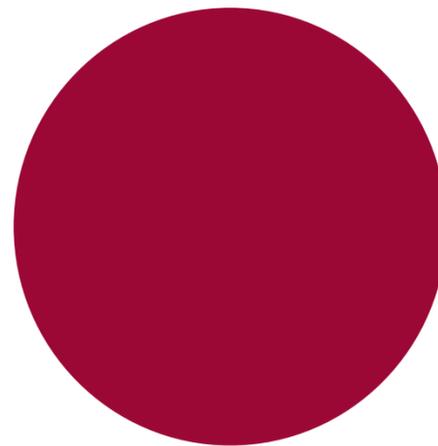
rgb(255, 243, 247)

#FFF3F7
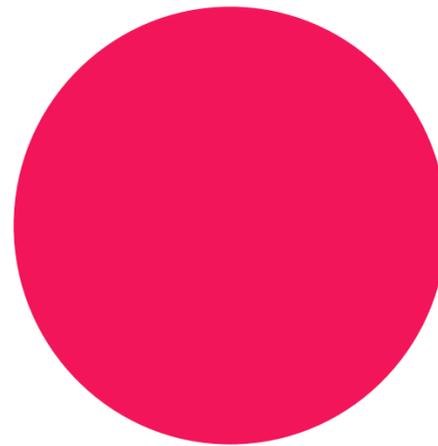
Secondary 700

rgb(243, 21, 89)
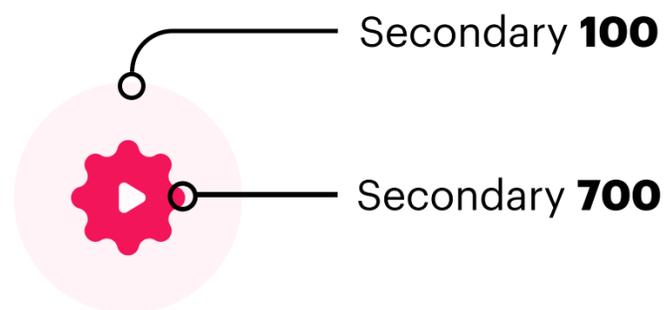
#F31559
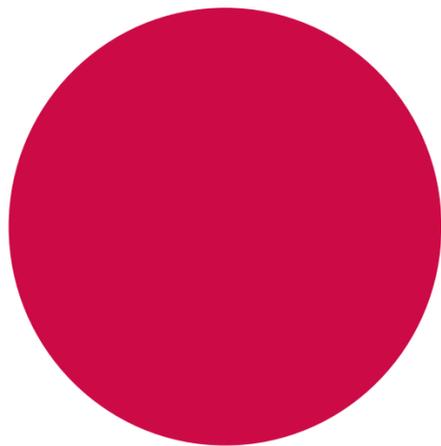
Secondary 800

rgb(204, 10, 70)
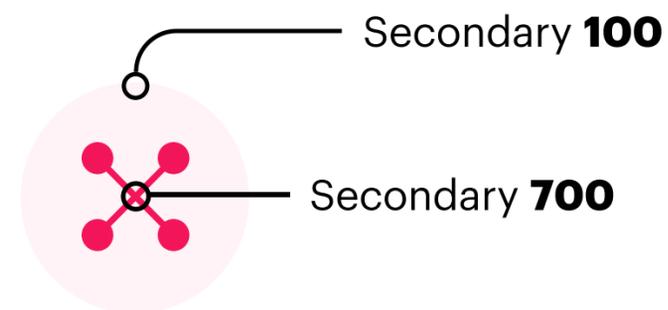
#CC0A46

Secondary 900

rgb(57, 7, 177)

#9C0835

Here's one way to apply the secondary palette to your icons.

Secondary **100**

Secondary **700**

Secondary **100**

Secondary **700**

Convert with automations

Boost orders and customer lifetime value by dynamically personalizing emails based on browsing.
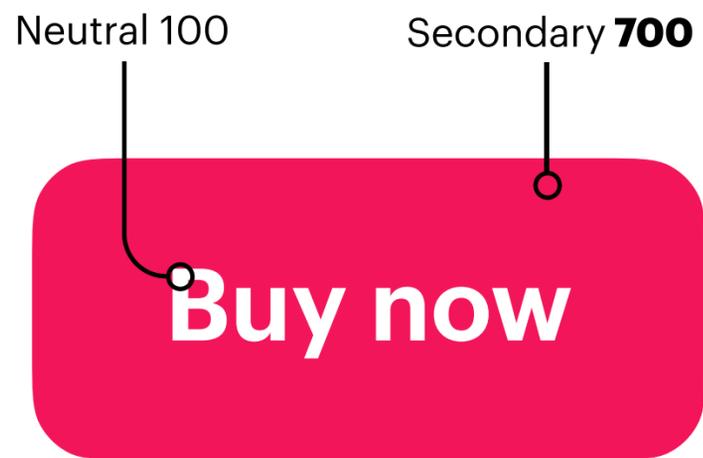
Learn more

Refine with segmentation

Target customers with advanced logic like spend amounts, buying behavior, and predicted attributes.
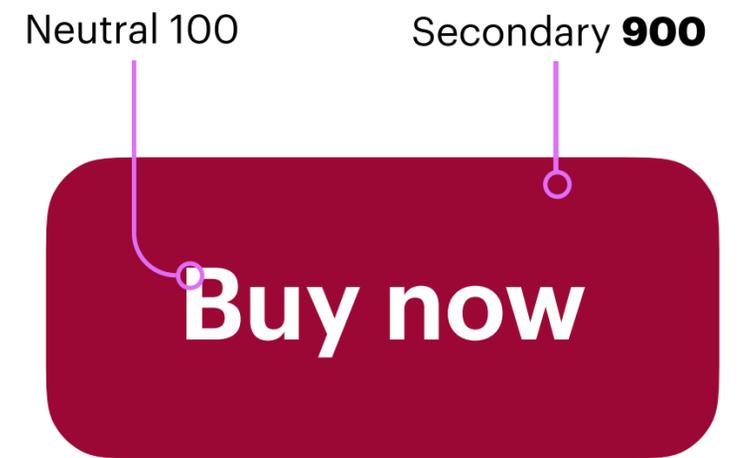
Learn more

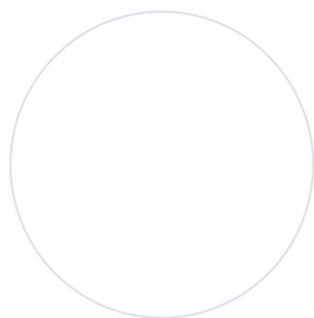# The secondary color palette could also be used for secondary buttons.

Neutral 100   Secondary **700**

Buy now

Normal

Neutral 100   Secondary **800**

Buy now

Hover

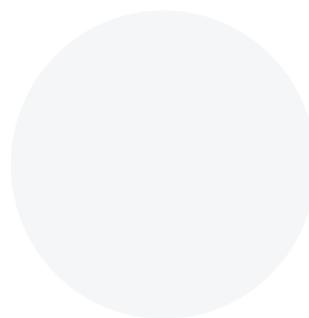Neutral 100   Secondary **900**

Buy now

Pressed

Neutral color palette: It is mainly used for text, backgrounds, and borders.
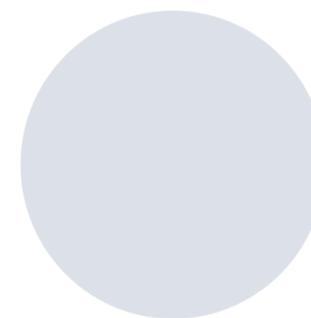
Neutral 100

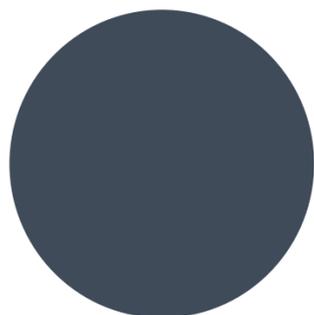rgb(255, 255, 255)

#FFFFFF

Neutral 200

rgb(244, 246, 248)

#F4F6F8

Neutral 300

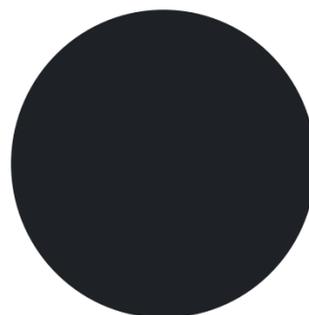rgb(220, 225, 233)
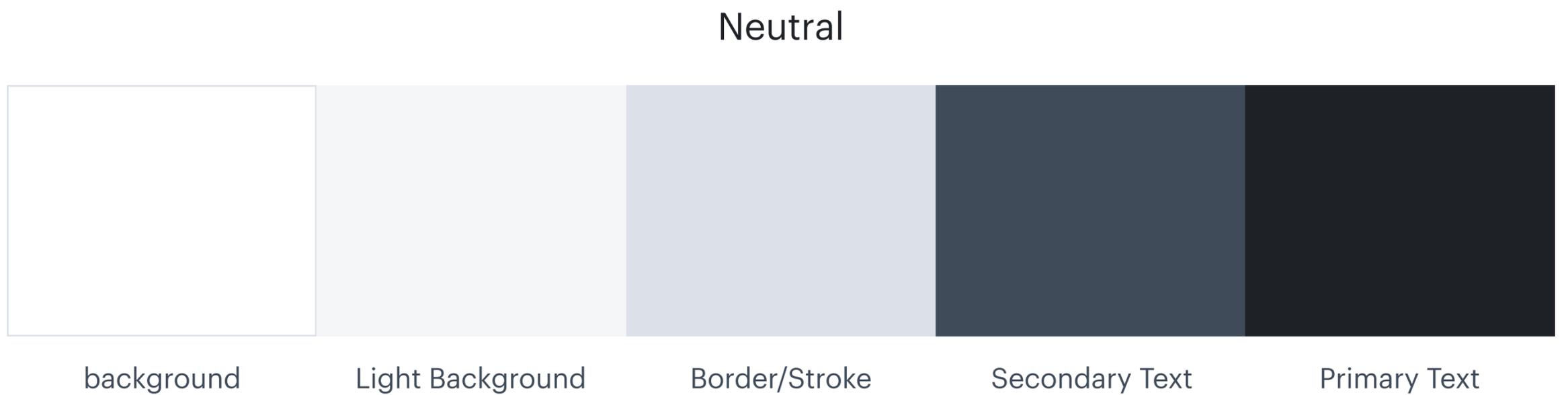
#DCE1E9

Neutral 800

rgb(64, 75, 89)

#404B59

Neutral 900

rgb(30, 33, 38)

#1E2126

This is a breakdown of the neutral color palette and its usage.

Neutral

| background | Light Background | Border/Stroke | Secondary Text | Primary Text |

Here is an example of the neutral color palette being used on an input field.

Neutral 900

Neutral 800

Neutral 100

Neutral 300

Country/Region
United States
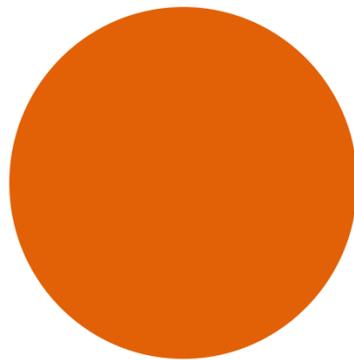
Neutral 900

Neutral 200

The semantic color: palette is used for feedback such as errors, warnings, and success messages.
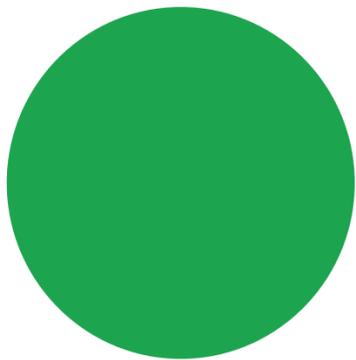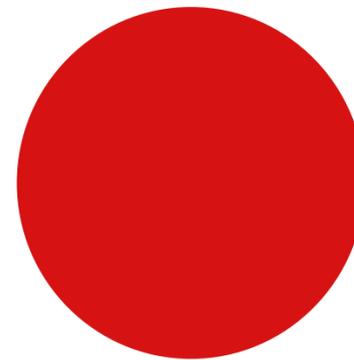
Success

rgb(28, 164, 78)

#1CA44E
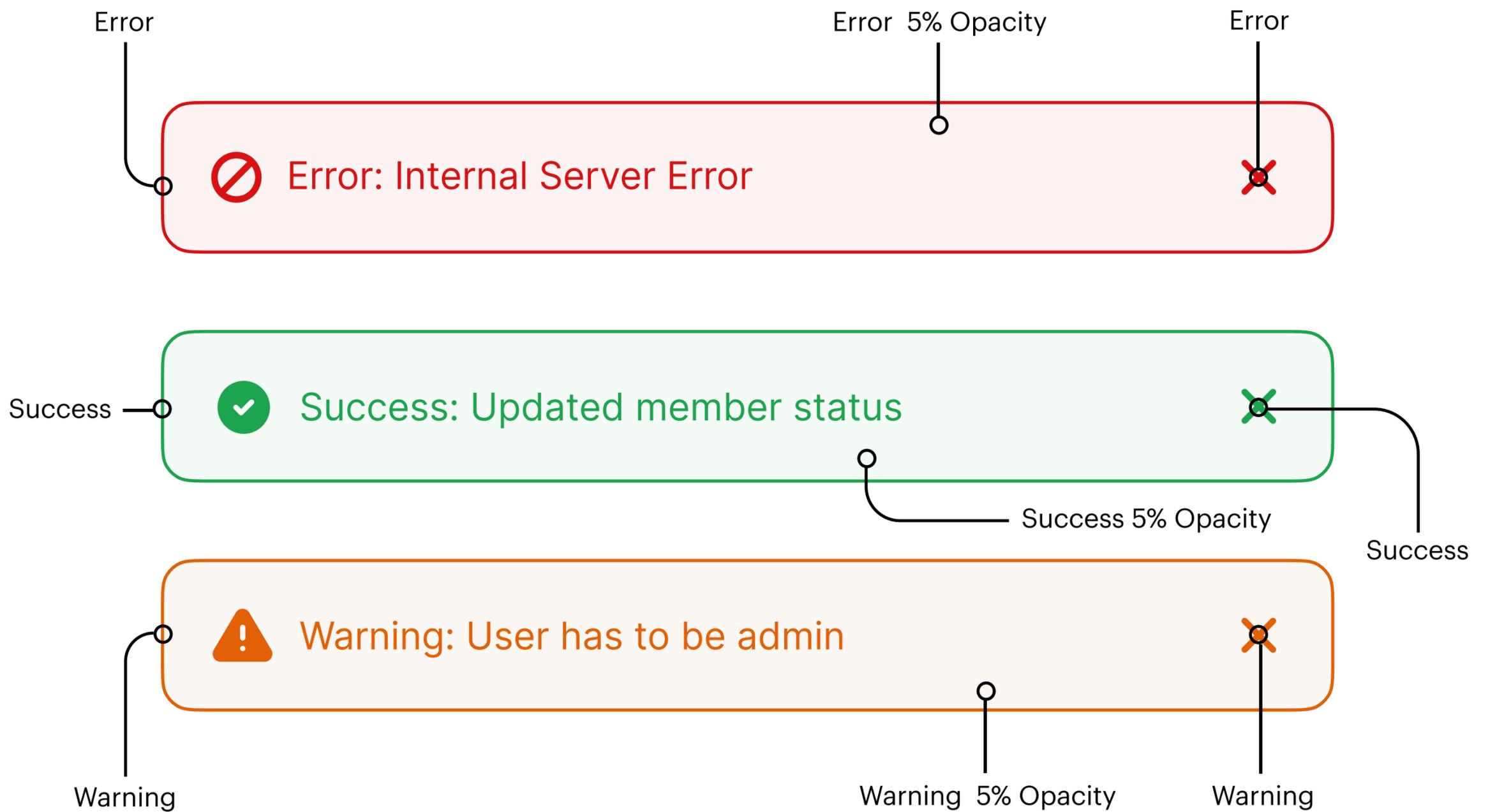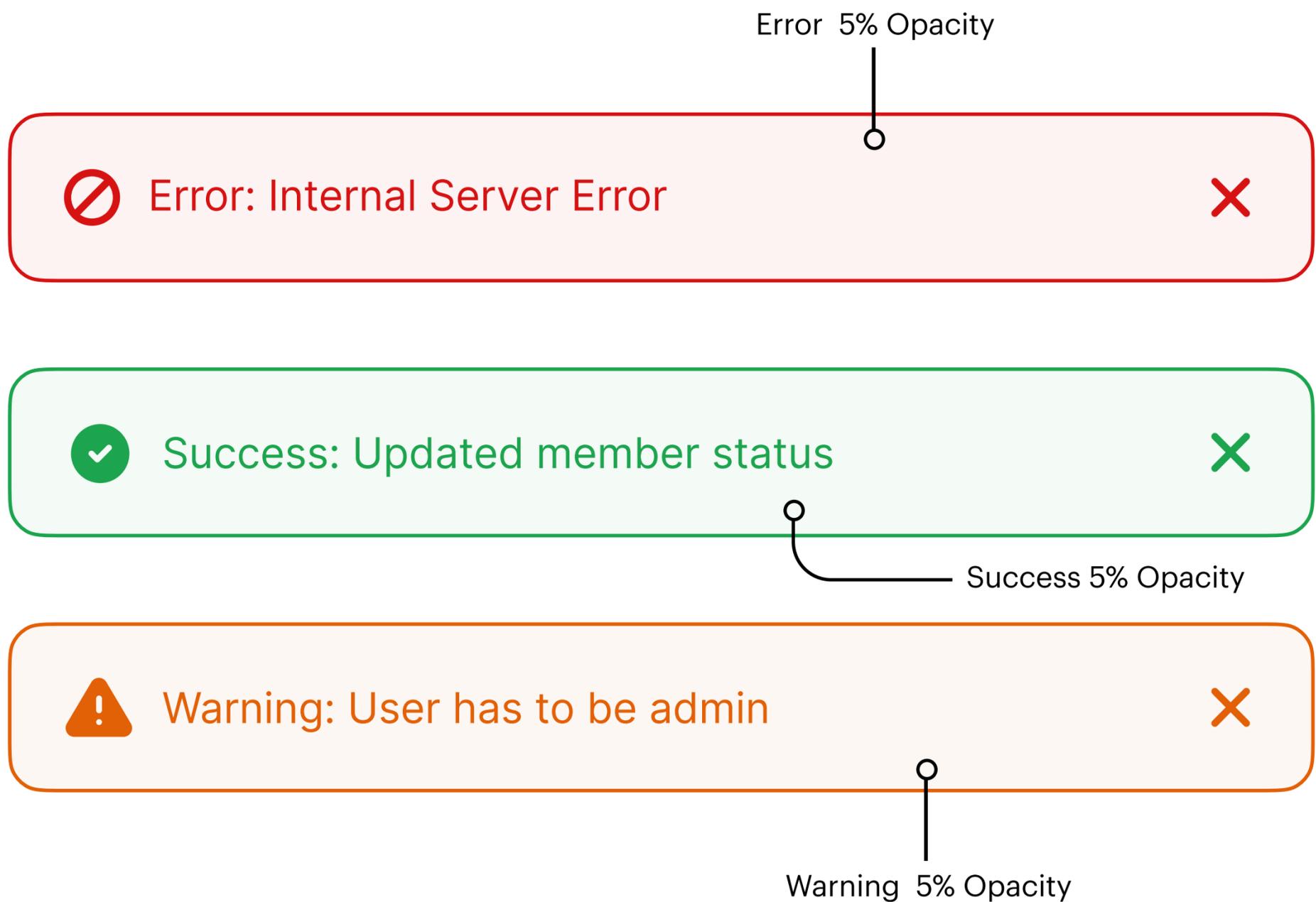
Warning

rgb(226, 96, 6)

#E26006

Error

rgb(214, 18, 18)

#D61212

Here is an example of the semantic color in use.

Error   Error 5% Opacity   Error

🚫 **Error: Internal Server Error**   ✕

Success   Success 5% Opacity   Success

✓ **Success: Updated member status**   ✕

Warning   Warning 5% Opacity   Warning

⚠️ **Warning: User has to be admin**   ✕

I needed additional colors, so I adjusted the main color's opacity.

Error 5% Opacity

🚫 Error: Internal Server Error ✕

✓ Success: Updated member status ✕

Success 5% Opacity

⚠ Warning: User has to be admin ✕
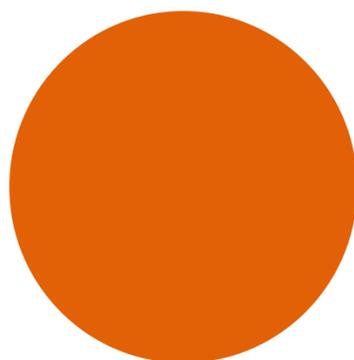
Warning 5% Opacity

Given their specific use case and no further application, creating new color swatches didn't make sense.
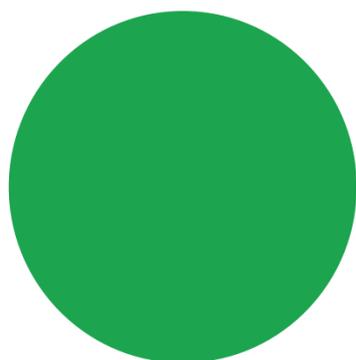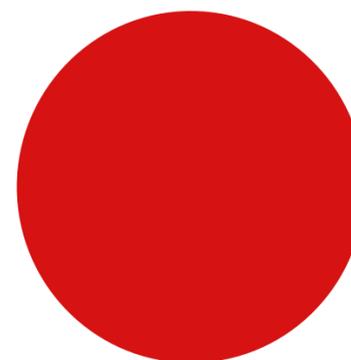
Success
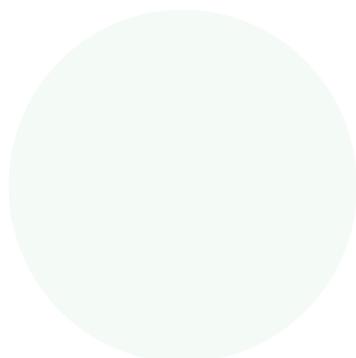
rgb(28, 164, 78)

#1CA44E

Warning

rgb(226, 96, 6)

#E26006

Error

rgb(214, 18, 18)

#D61212

Success
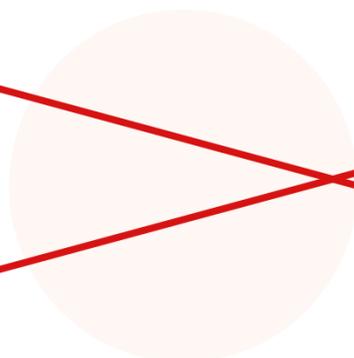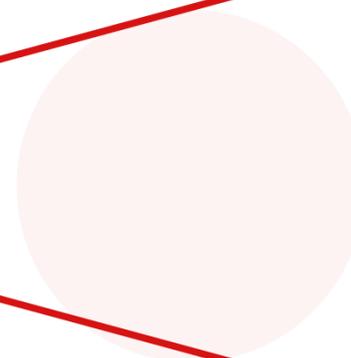
rgb(244, 250, 246)

#F4FAF6

Warning

rgb(254, 247, 243)

#FEF7F3

Error

rgb(253, 243, 243)

#FDF3F3