

PASTEL COLOR THEORY GUIDE

Blush Pink

#FFD1DC

Baby Blue

#C4DEF6

Mint Green

#D5E8D4

Pale Lemon

#FFF2CC

Lavender

#E1D5E7

Apricot

#FFE5D9

Definition

Pastels are tints of primary and secondary colors, created by adding a significant amount of white. They maintain high value but low saturation.

Psychology

Pastel palettes evoke feelings of calmness, nostalgia, and softness. They are often used to reduce visual noise in minimalist design.

Pairing Rules

Monochromatic: Use different shades of one pastel.

Neutral: Pair with slate grey or beige for balance.

Contrast: Use one saturated "pop" color to anchor the design.

Usage Tips

Ensure text contrast remains high by using dark grey instead of black. Use ample white space to let the desaturated tones breathe.