

WILD KIND

# Color Palette Inspiration

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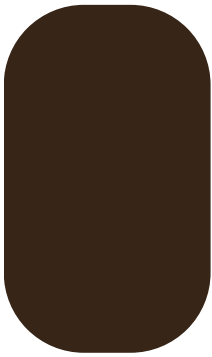
STEAL THESE COLOR PALETTE COMBOS,  
OR USE THEM AS INSPIRATION FOR YOUR BRAND

These color palette ideas are designed to be used  
alongside white and black (or another equivalent very  
light and very dark color) in your palette.

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COZY + EARTHY

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#372517



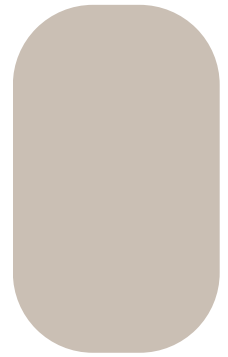
#6A4C36



#B06835



#C89A74



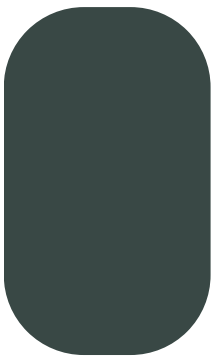
#CABFB4

Ideal for brands who want to be seen as warm, trustworthy, caring, and grounded.

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CALM + SERENE

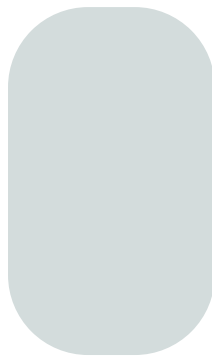
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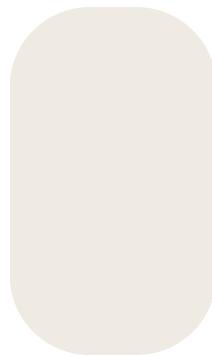
#394845



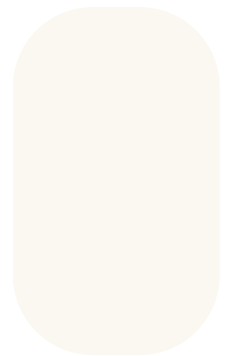
#C8D0C8



#D3DCDC



#EFEAE2



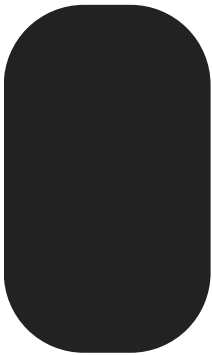
#FBF8F1

Ideal for brands who want to be seen as calming, honest, tranquil, and serene.

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BOLD + MINIMAL

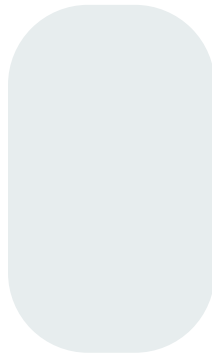
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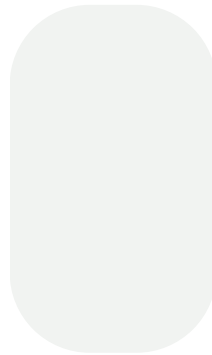
#222222



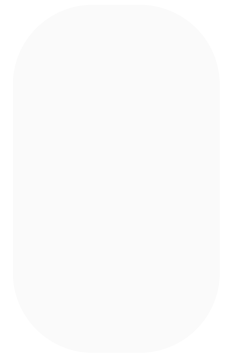
#EB6832



#E7EDEE



#F1F3F1



#FAFAFA

Ideal for brands who want to be seen as confident, trustworthy, modern, and innovative.

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MODERN + GROUNDED

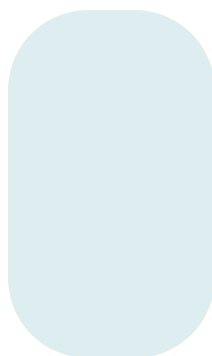
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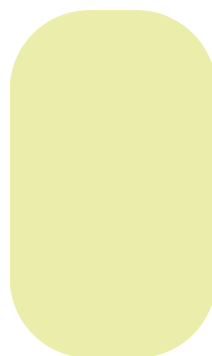
#434D42



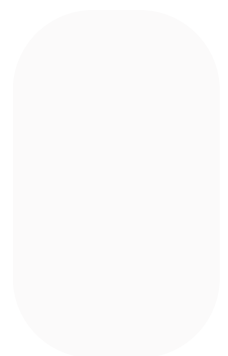
#B4BCDC



#DEEEF0



#EBECAA



#FBFAFA

Ideal for brands who want to be seen as grounded, trustworthy, calming, and open-minded.

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## VIBRANT + PLAYFUL

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#F28C6A



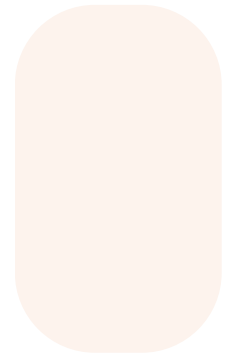
#BFE7D9



#FFC375



#FACFBA



#FDF3ED

Ideal for brands who want to be seen as energetic, friendly, optimistic, and playful.

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## EARTHY + INVITING

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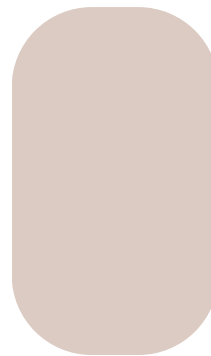
#635040



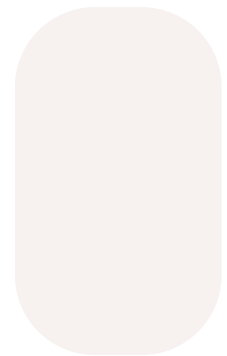
#8C6C54



#C3A49F



#DCCBC3



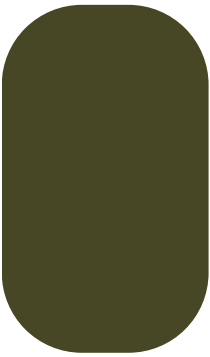
#F7F2F0

Ideal for brands who want to be seen as reliable, established, caring + sophisticated.

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WARM + BRIGHT

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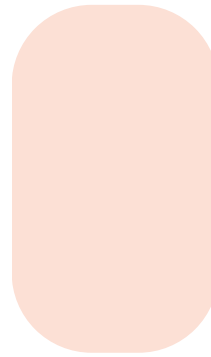
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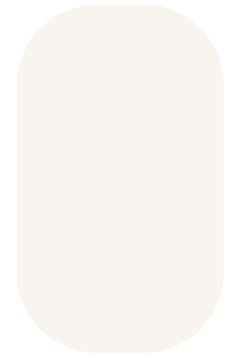
#B78B66



#CDD0A3



#FCE0D5



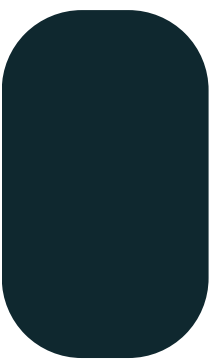
#F8F4F0

Ideal for brands who want to be seen as natural, caring, approachable, and trustworthy.

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NOSTALGIC + ECLECTIC

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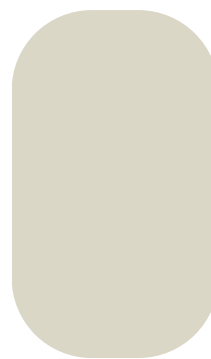
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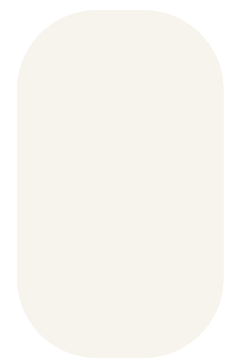
#D66536



#E1C88E



#DAD7C6



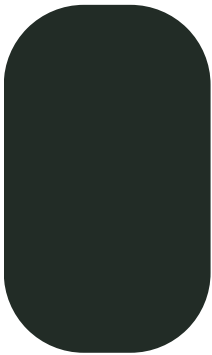
#F7F3ED

Ideal for brands who want to be seen as confident, grounded, timeless, and sophisticated.

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FEMININE + WARM

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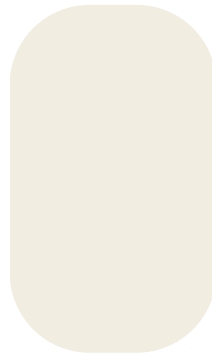
#222C26



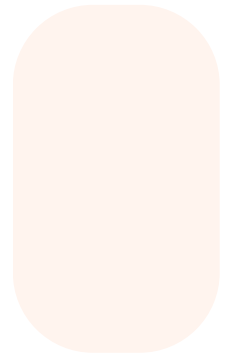
#785D4A



#CE987E



#F1EDE1



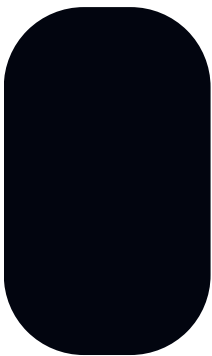
#FFF4EE

Ideal for brands who want to be seen as inviting, honest, grounded, and nurturing.

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FRESH + BRIGHT

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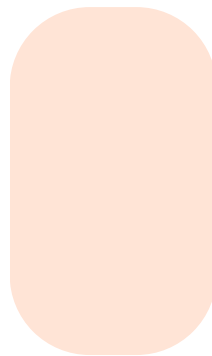
#02050F



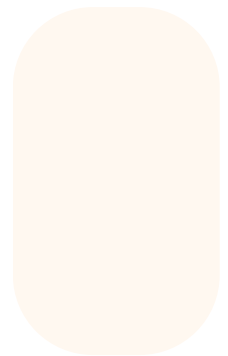
#6881C1



#FAC09E



#FFE4D6



##FFF8F0

Ideal for brands who want to be seen as bold, innovative, optimistic, and welcoming.