

2025

Pinterest Palette



**Introducing the custom colour
lineup inspired by Pinterest Predicts
2025 trends, setting the tone
(and the hues) for the year ahead.**

Cherry Red

Hex #74070E
RGB 116, 7, 14
CMYK 31, 100, 100, 43

Butter Yellow

Hex #FFEDA8
RGB 255, 237, 168
CMYK 1, 4, 41, 0

Aura Indigo

Hex #B0A6DF
RGB 176, 166, 233
CMYK 30, 33, 0, 0

Dill Green

Hex #4E6813
RGB 78, 104, 19
CMYK 69, 38, 100, 27

Alpine Oat

Hex #F0E7DA
RGB 240, 231, 218
CMYK 5, 7, 13, 0

cherry

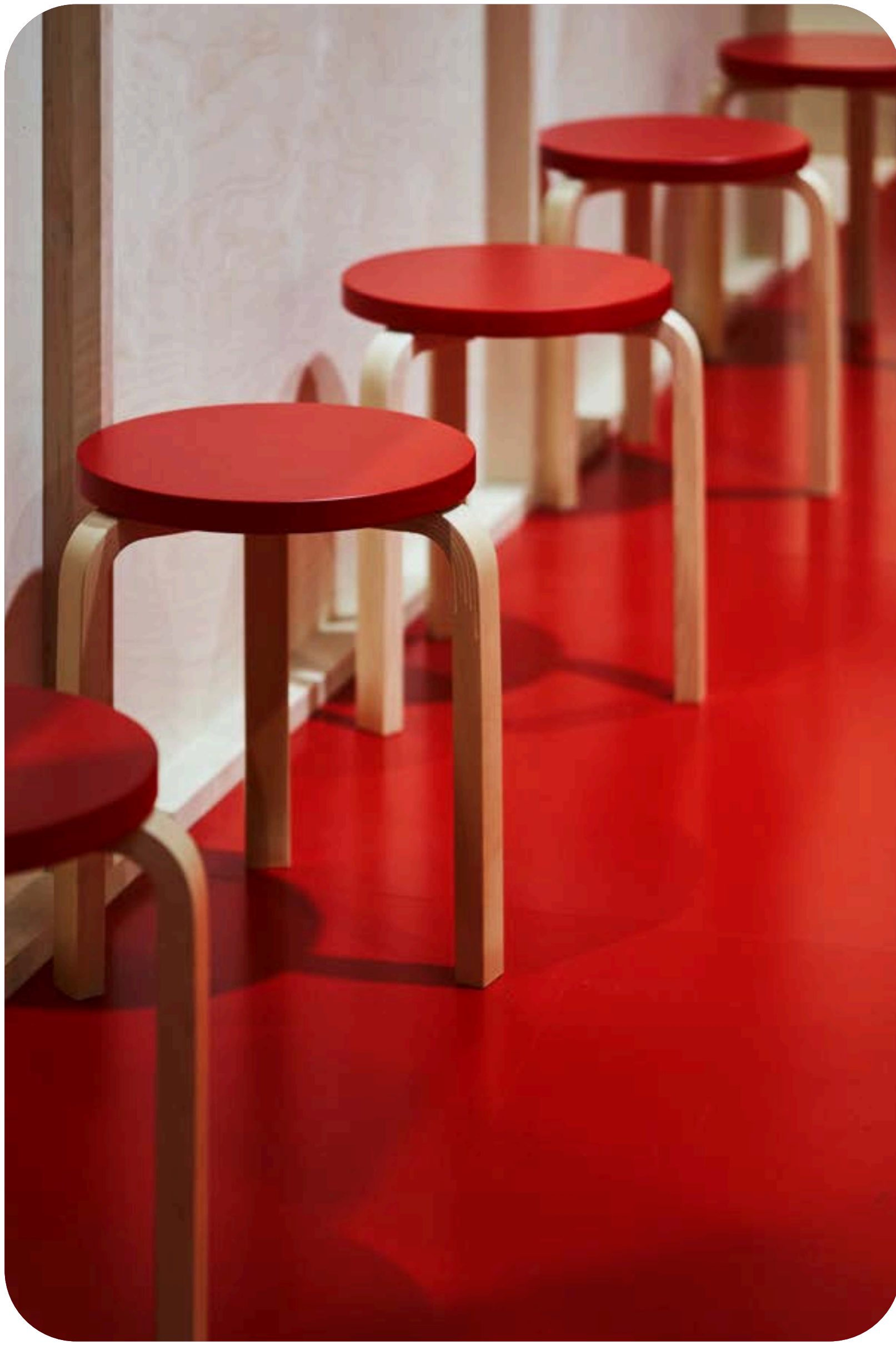
We're going full cherry mode in 2025. Inspired by the trend [Cherry Coded](#), this bold hue is here to make a statement. Nail it, wear it, or deck your space in it. It's the ultimate cherry on top.

cherry vibe +325%

cherry martini +80%

cherry outfit +150%

Red





Butter

yellow outfit inspo +225%

butter yellow +115%

butter yellow nails +1,825%



A pinch of playful, a dollop of whimsy. Inspired by trends like Dolled Up, Fisherman Aesthetic and Surreal Soirees, this soft pastel yellow brings warmth to every corner.

Yellow





Indigo

Lilac, but with an edge. This moody tone pulls inspiration from trends like [Sea Witchery](#) and [Aura Beauty](#). It's perfect for cosmic-inspired looks and otherworldly design.

Aura

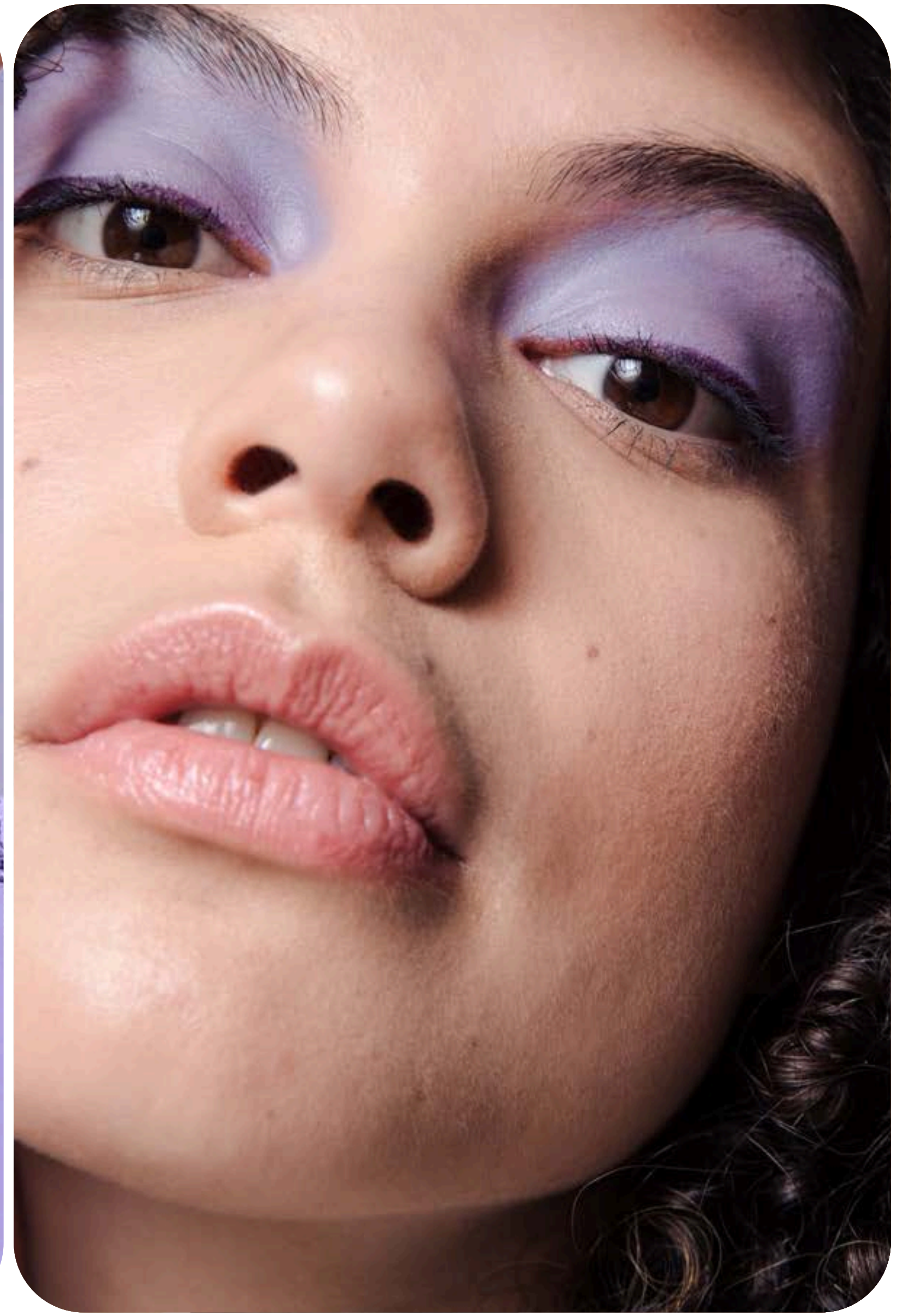
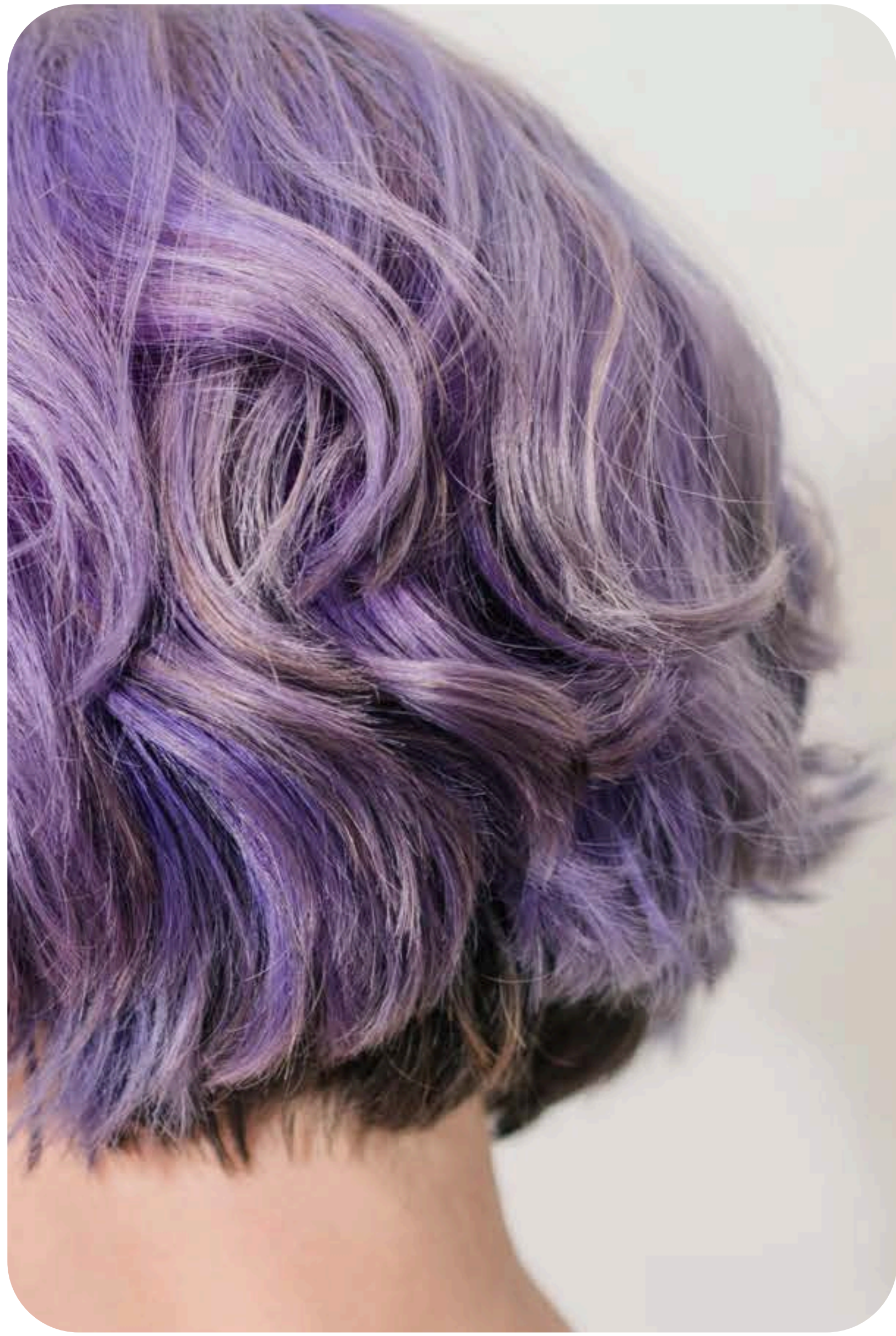


purple core +120%

purple lavender aesthetic +175%

lilac shirt outfit men +100%





Dill

Pickled perfection in a colour. Born from trends like [Pickle Fix](#) and [Terra Futura](#), this tangy take on green is shaking up kitchens, wardrobes and cocktails that are too cool to sip.

green vibe +80%

green kitchen designs +155%

pickle margarita +100%

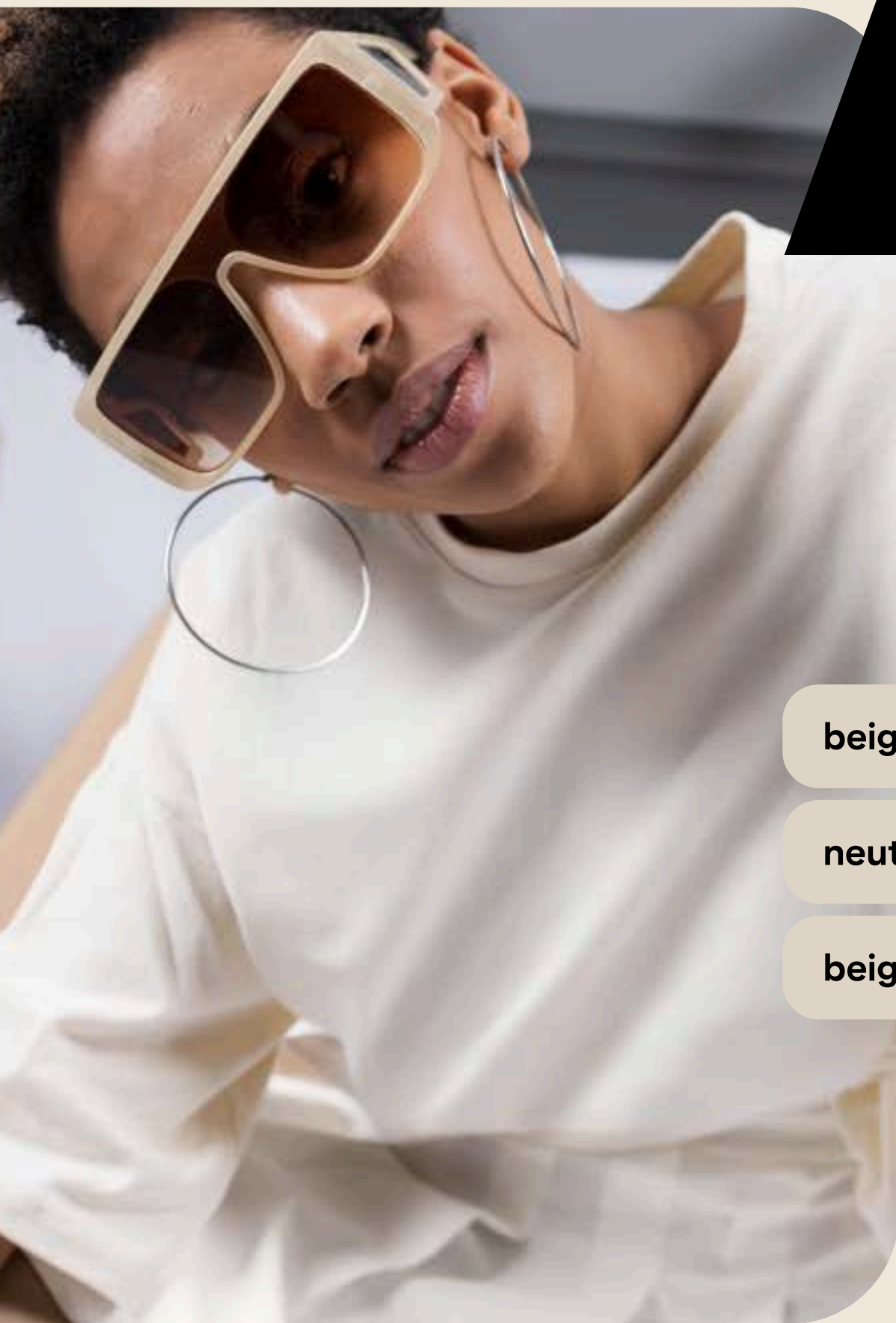


Green





Alpine



beige aesthetic room +35%

neutral outfits women +145%

beige tiles bathroom +120%



Your new neutral. Channeling trends like [Peak Travel](#) and [Moto Boho](#), this cozy-chic colour is all about layered textures—and that perfectly poured latte moment.



Oat



