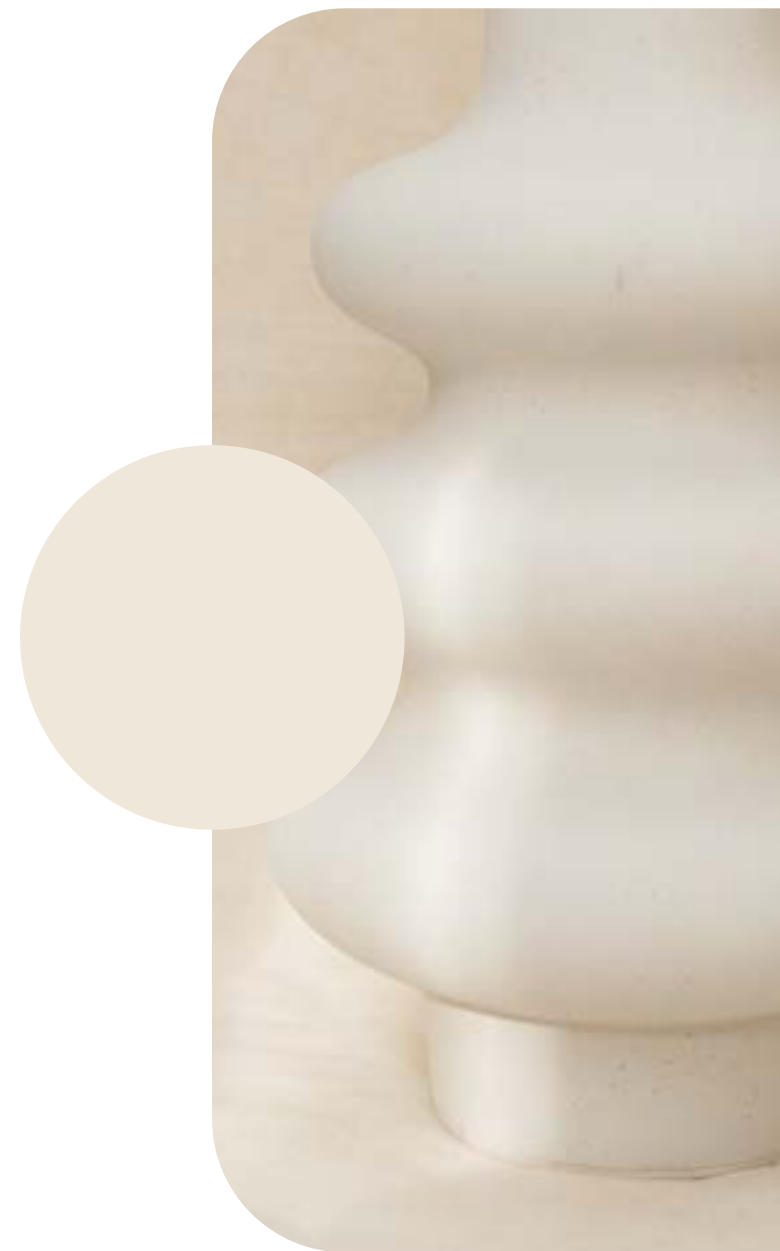


2025

Pinterest Palette



**Introducing the custom color
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

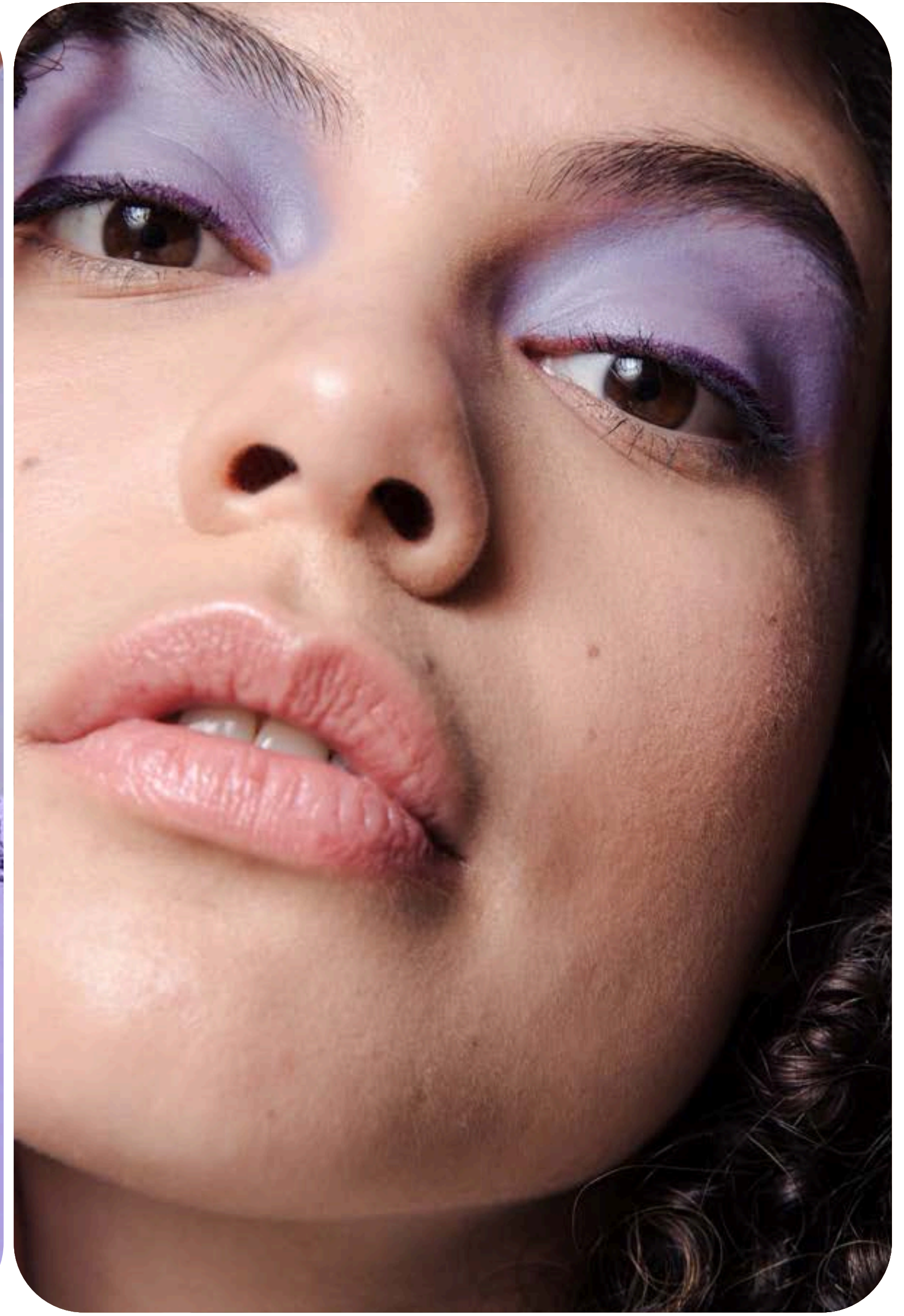


purple core +120%

purple lavender aesthetic +175%

lilac shirt outfit men +100%





Dill

Pickled perfection in a color. 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.

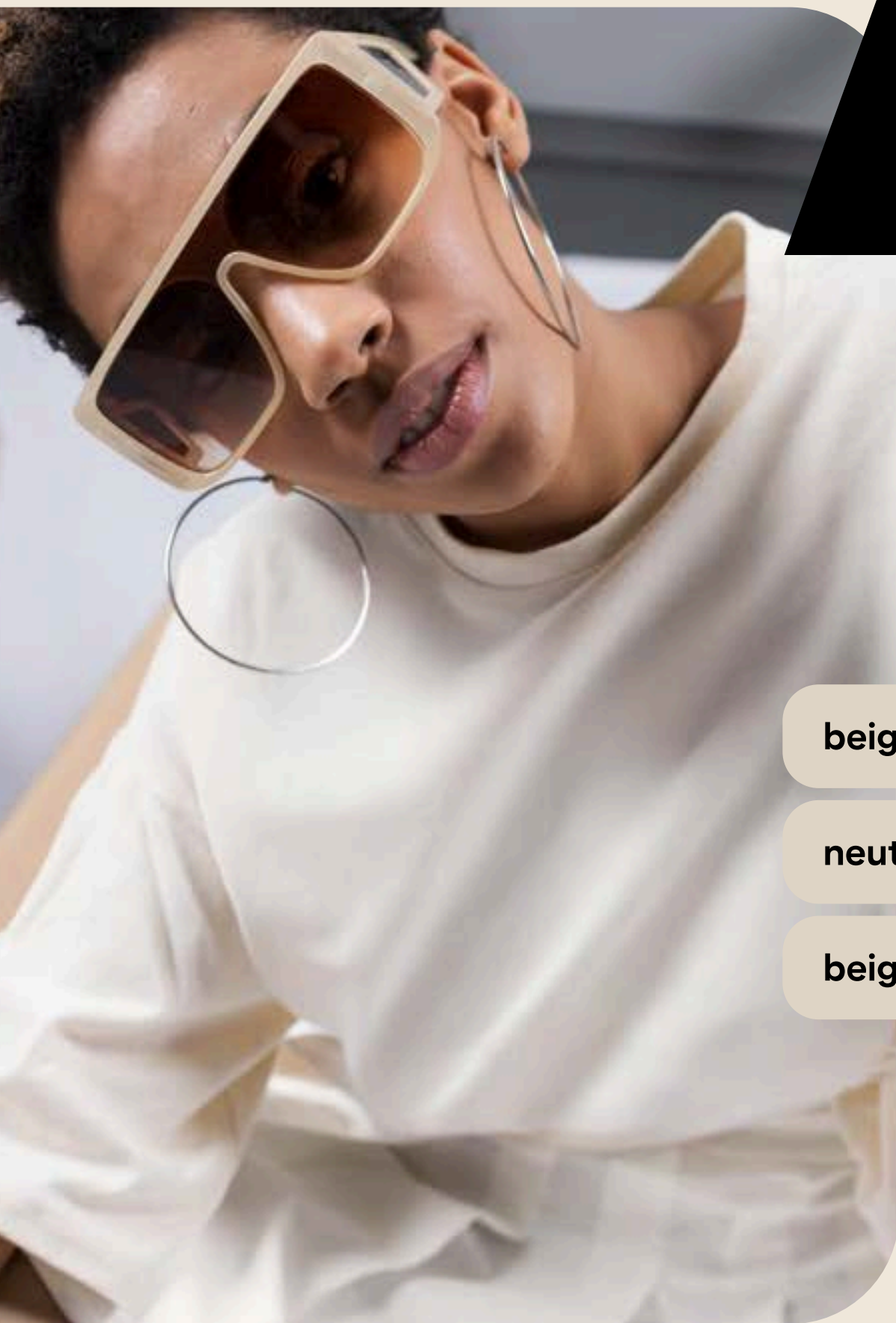
green vibe +80%

green kitchen designs +155%

pickle margarita +100%



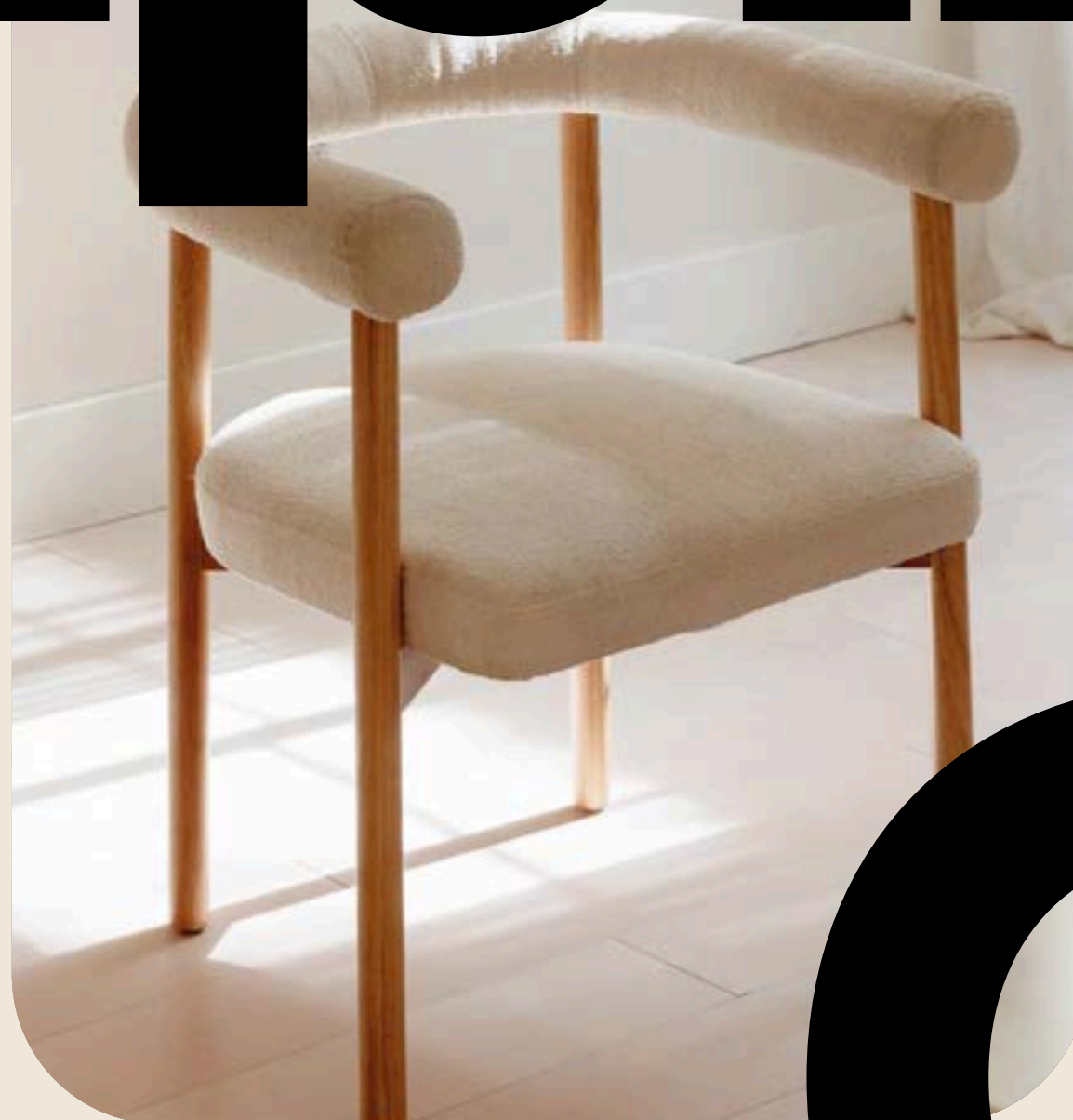
Alpine



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 color is all about layered textures—and that perfectly poured latte moment.



Oat

