

# The Pinterest Palette



## Desert Orange

Rich, bright and warm. This year's orange stems from rust-inspired trends like [Dirt Flirts](#), [Groovy Nuptials](#) and [Jazz Revival](#).

### Light

R254, G238, B229  
C0, M6, Y10, K0  
Hex FEEEEE5

### Pastel

R255, G202, B171  
C0, M21, Y33, K0  
Hex FFCAAB

### Saturated

R240, G109, B34  
C0, M51, Y81, K6  
Hex F06D22

### Dark

R138, G60, B14  
C0, M31, Y49, K46  
Hex 8A3C0E

## Gummy Pink

Dusty pink meets bold blush. 2024's delicate pink draws tones from trends such as [Kitschens](#), [Bow Stacking](#) and [Melty Mashups](#). Because Millennial pink is so 2023.

### Light

R254, G240, B255  
C0, M6, Y0, K0  
Hex FEF0FF

### Pastel

R252, G216, B252  
C0, M14, Y0, K1  
Hex FCD8FC

### Saturated

R201, G87, B189  
C0, M45, Y5, K21  
Hex C957BD

### Dark

R87, G54, B87  
C0, M13, Y0, K66  
Hex 573657

## Aqua Blue

2024's color inspo: The deep blue sea. This year's aquatic-inspired hue draws inspiration from trends like [Be Jelly](#), [Blue Beauty](#) and [Hot Metals](#).

### Light

R229, G248, B255  
C10, M3, Y0, K0  
Hex E5F8FF

### Pastel

R197, G234, B247  
C20, M5, Y0, K3  
Hex C5EAF7

### Saturated

R33, G131, B166  
C52, M14, Y0, K35  
Hex 2183A6

### Dark

R29, G66, B80  
C20, M5, Y0, K69  
Hex 1D4250

## Moss Green

Dark olive meets lime green. Trends such as [Aquatecture](#), [Tropic Like It's Hot](#) and [Making a Racket](#) inspired this year's leafy-toned green.

### Light

R241, G246, B209  
C2, M0, Y15, K4  
Hex F1F6D1

### Pastel

R212, G223, B144  
C4, M0, Y31, K13  
Hex D4DF90

### Saturated

R135, G147, B60  
C5, M0, Y34, K42  
Hex 87933C

### Dark

R66, G68, B52  
C1, M0, Y6, K73  
Hex 424434

## Mocha Brown

Trending in 2024: Your go-to cuppa. This year's brown draws tones from trends like [Cafecore](#) and [Western Gothic](#). Think deep caramel meets greyish brown.

### Light

R244, G237, B235  
C0, M3, Y4, K4  
Hex F4EDEB

### Pastel

R202, G182, B177  
C0, M8, Y10, K21  
Hex CAB6B1

### Saturated

R171, G128, B119  
C0, M17, Y20, K33  
Hex AB8077

### Dark

R89, G50, B41  
C0, M15, Y19, K65  
Hex 593229