BRAND COLOR PALETTE GUIDE

Pull the main colors out of any photo, logo or mood board, with HEX and RGB codes, the text color that reads on each, and CSS variables.

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HOW DO I GET A COLOR PALETTE FROM AN IMAGE?

Upload the image and the generator groups its pixels into the few colors that cover most of it, largest first, with HEX and RGB codes. For each color it also shows whether white or black text reads on it, using the WCAG contrast ratio, so you can use the palette for covers, stories and carousels right away.

CONTRAST RATIOS TO AIM FOR

Text	Minimum	Where
Normal text	4.5 : 1	Captions, body text on covers
Large or bold text	3 : 1	Titles, big numbers
White on brand yellow #ffc533	1.6 : 1	Too weak, use black
Black on brand yellow #ffc533	13.3 : 1	Reads well

Ratios follow the WCAG 2 formula, the same one the tool uses for every swatch.

A PALETTE WITH ROLES

One main color
The one people remember: covers, labels, the call to action.

One dark and one light
For text and backgrounds, so every color has a readable partner.

One or two accents
For highlights, prices and stickers, used sparingly.

YOUR PALETTE

Role	HEX	Text on it	Ratio

USE THE FREE COLOR PALETTE FROM IMAGE

1. **Choose an image.** A product shot, your logo or a picture with the mood you want.
2. **Pick how many colors.** Three for a tight brand, up to eight for a full set of accents.
3. **Copy the codes.** Copy each HEX, the CSS variables or download the palette as an image.

QUESTIONS PEOPLE ASK

What does the contrast ratio mean?

It compares how bright the text and the background are, from 1:1 to 21:1. 4.5:1 is the WCAG minimum for normal text and 3:1 for large text, so a color marked for large text only needs bold, big lettering.

Why are some colors from my image missing?

The palette keeps the colors that cover the most of the image and merges near twins. A tiny accent may fold into a larger color; raise the number of colors to see more.

Is the same image always given the same palette?

Yes. The grouping starts from a fixed seed, so the same image and the same count give the same colors every time.

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