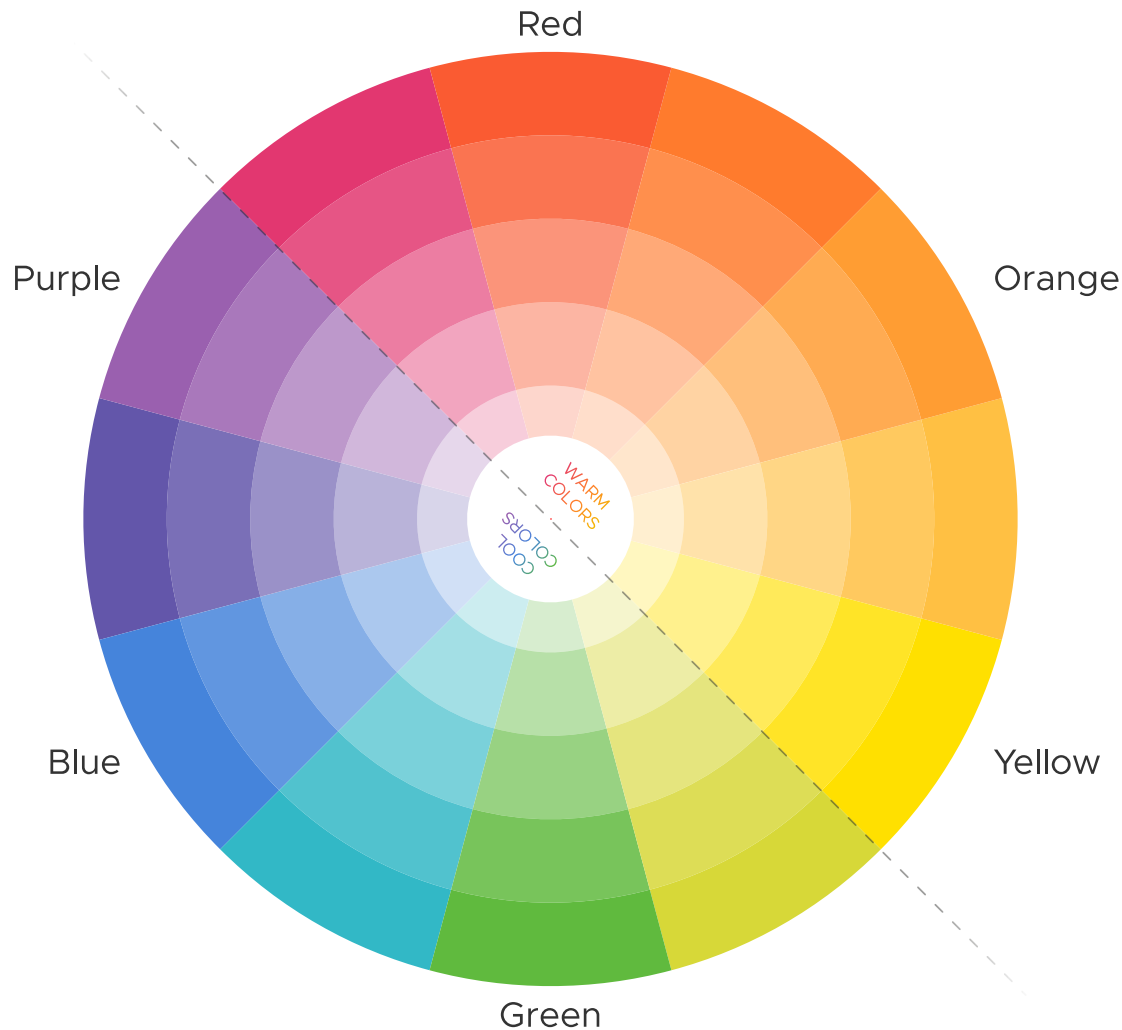


How to pick the **best colors** for your presentation

Plus 12 color combination
ideas to get you started



In presentation design, color is key



Want to create an eye-catching presentation? Then finding the perfect color combination is key.

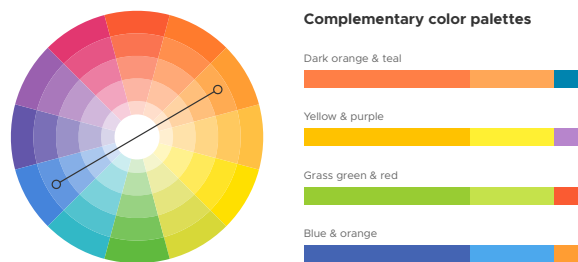
A great color scheme will make your slides look professional and polished. But that's not all.

Your color scheme can also help to set the mood of your presentation and attract the attention of your audience. Colors can even influence a viewer's perceptions and emotions.

So you want to get your presentation color scheme right!

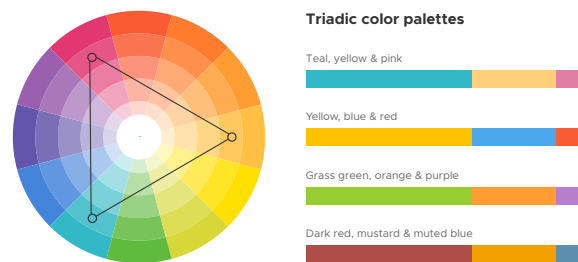
How do colors work together?

Why do some colors sit side by side harmoniously whilst others create a terrible color clash? The answer to this question lies in the color wheel.



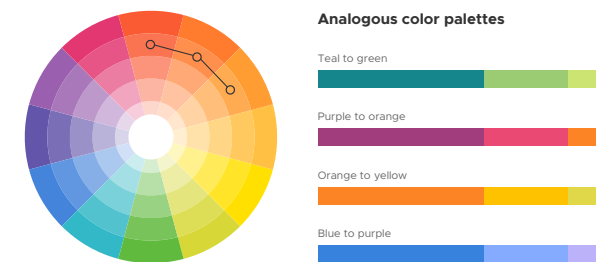
Complementary colors

These are colors that sit opposite each other on the color wheel. They are always highly contrasting. But when paired together they look incredible!



Triadic colors

These colors are equally spaced around the color wheel. They form an equal-sided triangle when you draw lines between them. This kind of color scheme creates a more balanced contrast than a complementary color scheme.



Analogous colors

This color scheme involves two to four colors that sit next to each other on the color wheel. Combine these shades and you get a soothing scheme, without the contrast that characterizes the previous two.

Create a color scheme for your presentation

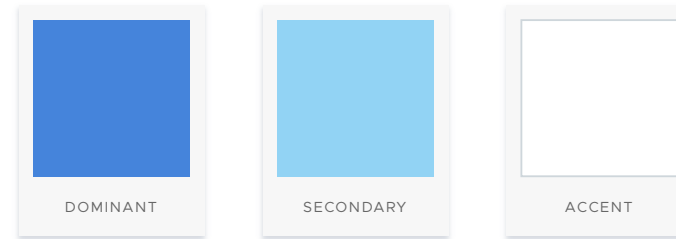
1. The dominant color

Pick a color that reinforces your presentation topic or represents your niche within the industry.



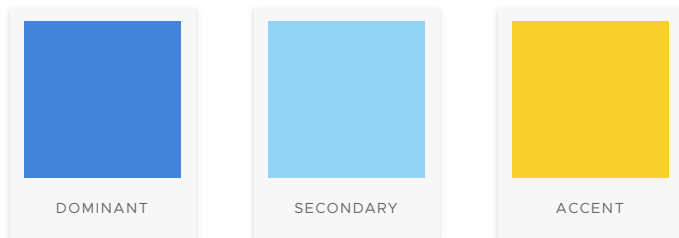
2. The secondary color

Its primary purpose is to make the dominant color look good, analogous colors make great color sidekicks.



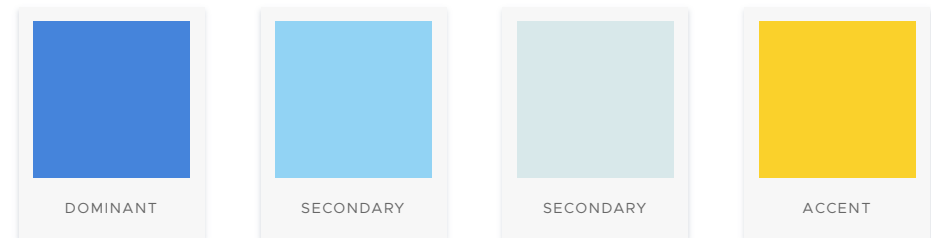
3. The accent color

Your accent is used for emphasis or contrast, a complementary color will work perfectly.



4. A fourth color?

Try splitting your secondary color into lighter and darker tones.



5. The 60-30-10 design rule

This split works well because it creates a sense of balance that's appealing to the eye. However, the rule isn't set in stone.



12 great color combo ideas

And a few examples of how
they can be used in
presentation slides



Great color combo ideas #1

Professional with a fresh touch

#6B90B2

#1B558E

#CCD64D

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If the topic of your presentation is meant to build trust or confidence, to calm your audience or to deliver important — perhaps serious — news, then blue is the color for you. The bright green color balances the palette, creating a fresh feel.

Great color combo ideas #2

Timeless & reliable

#343752

#90ACC7

#FAD12B

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Blue is one of the most common colors that businesses use for branding, it says “calming and trustworthy”. Blue alone can be too monotonous so in this color scheme yellow is the perfect companion as accent color. The result is very professional and works well in any corporate context.

Great color combo ideas #3

Serene & warm

#A49393

#EED6D3

#E8B4B8

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Neutral colors are very versatile and can be paired with almost anything. A color scheme of all warm neutrals can be sophisticated, calming and comfortable. This is a color scheme that works very well with wedding, cosmetic or fashion topics.

Great color combo ideas #4

Modern & energetic

#5EA8A7

#277884

#FE4447

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The bright red balances out the other two more muted colors and add a bright freshness that gives the combination some kick. This kind of scheme might work well for a presentation that needs to balance a businesslike feel with an energetic vibe.

Great color combo ideas #5

Modern & crisp

#544089

#A5A5CE

#FFBC00

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Pairing purple and yellow makes for a modern palette that feels professional without being too serious. A modern, attractive scheme that could work for any topic, from corporate to trendy.

Great color combo ideas #6

Cosy & versatile

#FFA578

#D45448

#896E6A

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Orange shades are very versatile in their meaning. It is perceived as a friendly and fun color, but also can be very powerful when approaching reddish tones. Use these earthy colors to create a design that is appealing and cosy.

Great color combo ideas #7

Outdoorsy & fresh

#89DA59

#229968

#F99653

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If you need a presentation that emphasizes natural or “green” qualities, a color palette featuring greens is a logical choice. This color scheme brightens things up with a splash of lime green and a touch of warm orange.

Great color combo ideas #8

Earthy with a vibrant twist

#EOB90C

#EAE2D6

#857766

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Earth landscapes are full of dramatic contrasts, and so is this color scheme. Here, browns have a rustic realness to them, while golden yellow creates an effect that is powerful without being overwhelming.

Great color combo ideas #9

Playful & unexpected

#F751A0

#5F3E8B

#2CF4E0

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For an unexpected color combination that will surprise your audience, try this pairing featuring pink, purple and bright cyan. A youthful and daring palette that can be used to talk about video games, music or new technologies.

Great color combo ideas #10

Corporate with personality

#3B4D54

#B9BAB5

#FE8D3F

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To the conservative gray hues, the bright orange shade adds a burst of extra color that is still professional. This combination of gray tones with a bright color is perfect to give seriousness to your presentation without making it too boring.

Great color combo ideas #11

Soothing pastels

#FDB3AE

#CAE4E2

#FBDF74

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Pastel colors generally come across as pretty and delicate, so you'll want to make sure your presentation calls for a similar mood if you want to use a color combination like this one.

Great color combo ideas #12

Summer vibes

#03AEB8

#FFB402

#FC4662

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This color combination has an outdoor feel to it, like a warm summer afternoon, hanging out at the backyard and just enjoying the day. This combo will surely perk up any presentation you use it in.

More design tips & free presentation templates at

