

Color Palette Reference Guide

Professional Color Schemes for Data Visualization | insightstream.net

Brand Professional

Color	#0D4F8B	#8968CD	#B9D3EE	#E6E8FA	#4A90E2
Hex	#0D4F8B	#8968CD	#B9D3EE	#E6E8FA	#4A90E2

Use for: Professional dashboards, brand alignment

Analytics Classic

Color	#1f77b4	#ff7f0e	#2ca02c	#d62728	#9467bd
Hex	#1f77b4	#ff7f0e	#2ca02c	#d62728	#9467bd

Use for: Traditional business reports, familiar to most audiences

Colorblind Safe

Color	#0173B2	#DE8F05	#029E73	#CC78BC	#ECE133
Hex	#0173B2	#DE8F05	#029E73	#CC78BC	#ECE133

Use for: Accessible dashboards, inclusive design (8% of men are colorblind)

Warm Sunset

Color	#FF6B6B	#FFA07A	#FFD93D	#6BCB77	#4D96FF
Hex	#FF6B6B	#FFA07A	#FFD93D	#6BCB77	#4D96FF

Use for: Positive data stories, energetic presentations

Cool Ocean

Color	#264653	#2A9D8F	#E9C46A	#F4A261	#E76F51
Hex	#264653	#2A9D8F	#E9C46A	#F4A261	#E76F51

Use for: Financial data, analytical dashboards, sophisticated look

High Contrast

Color	#000000	#E63946	#F1C40F	#2ECC71	#3498DB
Hex	#000000	#E63946	#F1C40F	#2ECC71	#3498DB

Use for: Presentations, large displays, maximum visibility

Color Best Practices

- Limit your palette to 3-5 colors maximum
- Use color meaningfully (red=bad/stop, green=good/go, blue=neutral)
- Ensure sufficient contrast (WCAG AA: 4.5:1 ratio minimum)

- Test with colorblind simulators before publishing
- Pair colors with labels/patterns for accessibility
- Consider viewing context (bright sunlight vs dim rooms)

Copy hex codes instantly at viz.insightstream.net/color-palette