

# LEONARD HOROWITZ ART DECO PALETTE

The Pastel Colors of Miami's South Beach Art Deco District

Original Palette | Extended Palette | 40 Colors | 10 Color Families

*Created by Leonard Horowitz (1945-1989) | Co-founder, Miami Design Preservation League  
Prepared by Digital Deco | May 27, 2026*

Horowitz formulated his palette "on the basis of sunset, sunrise, the summer and winter oceans and the sand on the beach." Starting with Friedman's Bakery in 1978, his tropical pastels transformed over 150 Art Deco buildings along Ocean Drive and Collins Avenue, putting South Beach on the international design map.



*40 colors across the full palette spectrum*

# ORIGINAL PALETTE

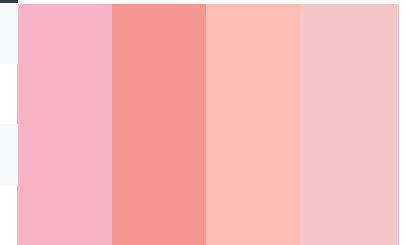
The core 20 pastels that defined the South Beach Art Deco revival

## SUNSET PASTELS

ORIGINAL PALETTE

Warm, rosy tones inspired by Miami's legendary sunsets

Swatch	Color Name	HEX	R	G	B
#F8B4C8	Flamingo Pink	#F8B4C8	248	180	200
#F4978E	Coral Mist	#F4978E	244	151	142
#FDBC B4	Peach Sorbet	#FDBC B4	253	188	180
#F5C6C6	Blush Rose	#F5C6C6	245	198	198



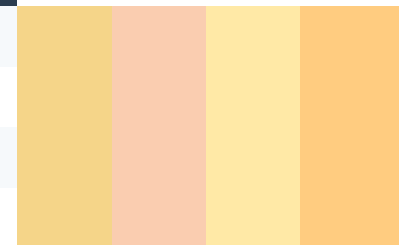
#F8B4C8 > #F4978E > #FDBC B4 > #F5C6C6

## SUNRISE GOLDS

ORIGINAL PALETTE

Golden warmth capturing early morning light over the Atlantic

Swatch	Color Name	HEX	R	G	B
#F5D589	Golden Dawn	#F5D589	245	213	137
#FBCEB1	Apricot Cream	#FBCEB1	251	206	177
#FFEAA7	Warm Butter	#FFEAA7	255	234	167
#FFCC80	Sunrise Amber	#FFCC80	255	204	128



#F5D589 > #FBCEB1 > #FFEAA7 > #FFCC80

## OCEAN BLUES

ORIGINAL PALETTE

Cool aquatic tones from the summer and winter Atlantic

Swatch	Color Name	HEX	R	G	B
#A8E6CF	Seafoam	#A8E6CF	168	230	207
#A0D2DB	Aqua Pastel	#A0D2DB	160	210	219
#81D8D0	Turquoise Mist	#81D8D0	129	216	208
#89CFF0	Ocean Breeze	#89CFF0	137	207	240



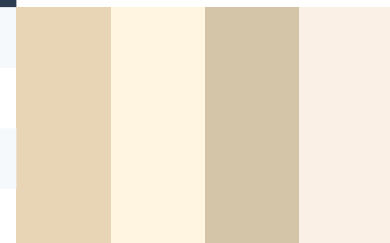
#A8E6CF > #A0D2DB > #81D8D0 > #89CFF0

## SAND & CREAM

ORIGINAL PALETTE

*Warm neutrals echoing Miami's golden beach sand*

Swatch	Color Name	HEX	R	G	B
#E8D5B7	Golden Sand	#E8D5B7	232	213	183
#FFF5E1	Coconut Cream	#FFF5E1	255	245	225
#D4C5A9	Driftwood Tan	#D4C5A9	212	197	169
#FAF0E6	Linen White	#FAF0E6	250	240	230



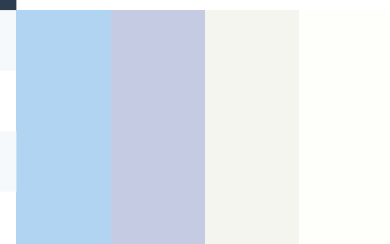
#E8D5B7 > #FFF5E1 > #D4C5A9 > #FAF0E6

## SKY & CLOUD

ORIGINAL PALETTE

*Airy, luminous tones from South Florida skies*

Swatch	Color Name	HEX	R	G	B
#B0D4F1	Powder Blue	#B0D4F1	176	212	241
#C5CBE3	Periwinkle Mist	#C5CBE3	197	203	227
#F5F5F0	Cloud White	#F5F5F0	245	245	240
#FEFEFA	Deco White	#FEFEFA	254	254	250



#B0D4F1 > #C5CBE3 > #F5F5F0 > #FEFEFA

# EXTENDED PALETTE

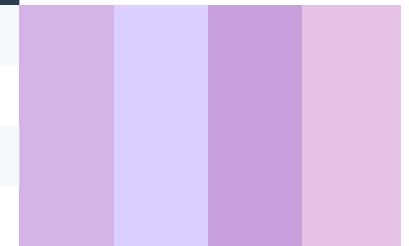
Additional colors that evolved from Horowitz's tropical vision

## LAVENDER & PURPLE

EXTENDED PALETTE

*Soft violet tones adding romantic depth*

Swatch	Color Name	HEX	R	G	B
#D4B4E8	Soft Lavender	#D4B4E8	212	180	232
#DCD0FF	Lilac Mist	#DCD0FF	220	208	255
#C9A0DC	Wisteria	#C9A0DC	201	160	220
#E6C4E6	Orchid Blush	#E6C4E6	230	196	230



#D4B4E8 > #DCD0FF > #C9A0DC > #E6C4E6

## MINT & GREEN

EXTENDED PALETTE

*Fresh botanical greens reflecting tropical vegetation*

Swatch	Color Name	HEX	R	G	B
#B5EAD7	Mint Green	#B5EAD7	181	234	215
#B2DFDB	Sea Glass	#B2DFDB	178	223	219
#ACE1AF	Celadon	#ACE1AF	172	225	175
#D4ED9F	Key Lime	#D4ED9F	212	237	159



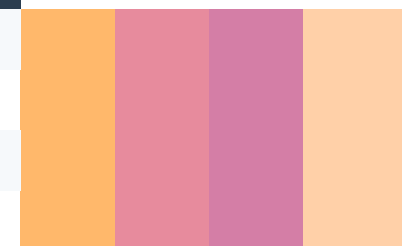
#B5EAD7 > #B2DFDB > #ACE1AF > #D4ED9F

## TROPICAL ACCENTS

EXTENDED PALETTE

*Vivid pops of color from South Florida's tropical flora*

Swatch	Color Name	HEX	R	G	B
#FFB86C	Mango Glow	#FFB86C	255	184	108
#E88B9E	Hibiscus	#E88B9E	232	139	158
#D47FA6	Bougainvillea	#D47FA6	212	127	166
#FFD1A9	Papaya Whip	#FFD1A9	255	209	169



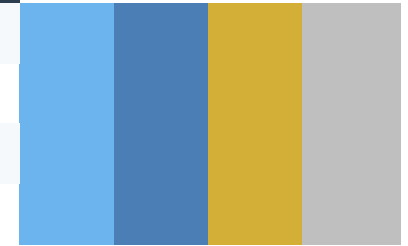
#FFB86C > #E88B9E > #D47FA6 > #FFD1A9

## ARCHITECTURAL NEON

EXTENDED PALETTE

*Bold accents inspired by South Beach's iconic neon signage*

Swatch	Color Name	HEX	R	G	B
#6CB4EE	Neon Blue	#6CB4EE	108	180	238
#4A7FB5	Cobalt Accent	#4A7FB5	74	127	181
#D4AF37	Art Deco Gold	#D4AF37	212	175	55
#C0C0C0	Chrome Silver	#C0C0C0	192	192	192



#6CB4EE > #4A7FB5 > #D4AF37 > #C0C0C0

## DEEP TRIM

EXTENDED PALETTE

*Rich, dark tones used as architectural trim and contrast*

Swatch	Color Name	HEX	R	G	B
#4A4E52	Charcoal Trim	#4A4E52	74	78	82
#3A8B8B	Tropical Teal	#3A8B8B	58	139	139
#C0766F	Terra Rosa	#C0766F	192	118	111
#2C3E50	Midnight Navy	#2C3E50	44	62	80



#4A4E52 > #3A8B8B > #C0766F > #2C3E50

# COMPLETE COLOR REFERENCE

Palette	Family	Color Name	HEX	R	G	B	Swatch
ORIGINAL	Sunset Pastels	Flamingo Pink	#F8B4C8	248	180	200	
ORIGINAL	Sunset Pastels	Coral Mist	#F4978E	244	151	142	
ORIGINAL	Sunset Pastels	Peach Sorbet	#FDBC84	253	188	180	
ORIGINAL	Sunset Pastels	Blush Rose	#F5C6C6	245	198	198	
ORIGINAL	Sunrise Golds	Golden Dawn	#F5D589	245	213	137	
ORIGINAL	Sunrise Golds	Apricot Cream	#FBC8E1	251	206	177	
ORIGINAL	Sunrise Golds	Warm Butter	#FF8AA7	255	234	167	
ORIGINAL	Sunrise Golds	Sunrise Amber	#FFC880	255	204	128	
ORIGINAL	Ocean Blues	Seafoam	#A8E6CF	168	230	207	
ORIGINAL	Ocean Blues	Aqua Pastel	#A0D2DB	160	210	219	
ORIGINAL	Ocean Blues	Turquoise Mist	#81D8D0	129	216	208	
ORIGINAL	Ocean Blues	Ocean Breeze	#89CFF0	137	207	240	
ORIGINAL	Sand & Cream	Golden Sand	#E8D5B7	232	213	183	
ORIGINAL	Sand & Cream	Coconut Cream	#FFF5E1	255	245	225	
ORIGINAL	Sand & Cream	Driftwood Tan	#D4C5A9	212	197	169	
ORIGINAL	Sand & Cream	Linen White	#FAF0E6	250	240	230	
ORIGINAL	Sky & Cloud	Powder Blue	#B0D4F1	176	212	241	
ORIGINAL	Sky & Cloud	Periwinkle Mist	#C5C8E3	197	203	227	
ORIGINAL	Sky & Cloud	Cloud White	#F5F5F0	245	245	240	
ORIGINAL	Sky & Cloud	Deco White	#F8F8F8	254	254	250	
EXTENDED	Lavender & Purple	Soft Lavender	#D4B4E8	212	180	232	
EXTENDED	Lavender & Purple	Lilac Mist	#DCD0FF	220	208	255	
EXTENDED	Lavender & Purple	Wisteria	#C9A0DC	201	160	220	
EXTENDED	Lavender & Purple	Orchid Blush	#E6C4E6	230	196	230	
EXTENDED	Mint & Green	Mint Green	#B5EAD7	181	234	215	
EXTENDED	Mint & Green	Sea Glass	#B2DFDB	178	223	219	
EXTENDED	Mint & Green	Celadon	#ACE1AF	172	225	175	
EXTENDED	Mint & Green	Key Lime	#D4ED9F	212	237	159	
EXTENDED	Tropical Accents	Mango Glow	#FFB86C	255	184	108	
EXTENDED	Tropical Accents	Hibiscus	#E88B9E	232	139	158	
EXTENDED	Tropical Accents	Bougainvillea	#D47FA6	212	127	166	
EXTENDED	Tropical Accents	Papaya Whip	#FFD1A9	255	209	169	
EXTENDED	Architectural Neon	Neon Blue	#6CB4EE	108	180	238	
EXTENDED	Architectural Neon	Cobalt Accent	#4A7FB5	74	127	181	
EXTENDED	Architectural Neon	Art Deco Gold	#D4AF37	212	175	55	
EXTENDED	Architectural Neon	Chrome Silver	#C0C0C0	192	192	192	
EXTENDED	Deep Trim	Charcoal Trim	#4A4E52	74	78	82	
EXTENDED	Deep Trim	Tropical Teal	#3A8B8B	58	139	139	
EXTENDED	Deep Trim	Terra Rosa	#C0766F	192	118	111	
EXTENDED	Deep Trim	Midnight Navy	#2C3E50	44	62	80	

# GRADIENT SETS

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## Sunset Pastels



## Sunrise Golds



## Ocean Blues



## Sand & Cream



## Sky & Cloud



## Lavender & Purple



## Mint & Green



## Tropical Accents



## Architectural Neon



## Deep Trim



## USAGE GUIDE

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- Horowitz's original palette was inspired by the natural light and landscapes of Miami Beach.
- The pastels work best against white or cream base tones, true to Art Deco building traditions.
- Sunset Pastels + Ocean Blues creates the most iconic South Beach color pairing.
- Lavender + Mint gives a fresh, contemporary Art Deco revival feel.
- Use Deep Trim colors for window frames, cornices, and architectural detail lines.
- Architectural Neon colors work for accent signage and decorative highlights.
- For print: pastel tones reproduce beautifully on uncoated paper stock.
- For digital: these colors maintain their softness across sRGB and P3 color spaces.
- This palette is a faithful reconstruction based on Horowitz's documented color philosophy and photographed buildings.