
POP ART COLOR PALETTE

A Complete Designer's Reference — Hex Codes, Swatches & Gradients

30 Colors, 6 Family of Colors, and 10 Gradients

Inspired by Warhol, Lichtenstein, comic books & the golden age of print

May 2026 | Designer Reference Guide | Digital Deco



SECTION 1: INTRODUCTION

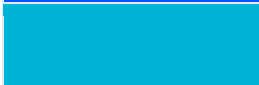
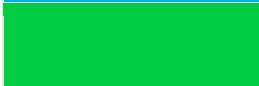
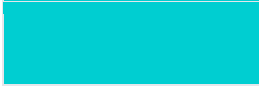
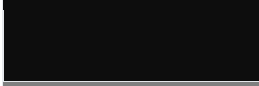
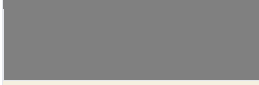
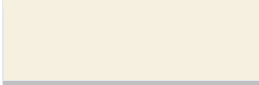
Pop Art emerged in the 1950s and 1960s as a bold rebellion against the muted, introspective world of Abstract Expressionism. Championed by artists such as Andy Warhol, Roy Lichtenstein, Jasper Johns, and James Rosenquist, the movement seized the visual language of consumer culture — advertising, comic books, commercial printing, and mass-market packaging — and elevated it to the gallery wall. Its color vocabulary is defined by an unwavering commitment to maximum visual impact: pure primaries applied flat and hard, electric neons that vibrate against stark white, and the mechanical patterning of Ben-Day dots pulled straight from the commercial print press. There is no subtlety here, no atmospheric blending — only signal, contrast, and immediacy. Every hue is chosen to shout.

This reference palette spans the full Pop Art chromatic spectrum, from the iconic pure primaries of Warhol's silkscreen prints and Lichtenstein's comic-book canvases to fluorescent neons, nostalgic candy tones, retro 1950s diner hues, and the structural blacks, halftone greys, and newsprint whites that give the style its graphic backbone. Whether you are designing a poster, a brand identity, editorial layout, packaging, or a digital campaign, this guide provides thirty meticulously named colors, six organized color families, ten gradient recipes, eight curated pairing recommendations, and accessibility guidance — everything a designer needs to command the Pop Art palette with precision and confidence.

Designer's Note: Pop Art color is intentional color. Each hue in this palette has roots in the silkscreen studios, offset print shops, and comic-book presses of the mid-twentieth century. Use these colors with boldness — flat fills, hard edges, zero gradients in illustration — and reserve the gradient recipes in Section 4 for digital contexts where dimensional energy is appropriate.

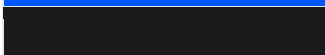
SECTION 2: THE CORE PALETTE — 30 NAMED COLORS

Swatch	Name	Hex	RGB	Mood / Use
Primary Punch				
	Warhol Red	#FF0000	RGB(255, 0, 0)	Iconic, bold, classic Pop Art
	Comic Yellow	#FFE000	RGB(255, 224, 0)	Bright, energetic, print-ready
	Ben-Day Blue	#0057FF	RGB(0, 87, 255)	Graphic, strong, commercial
	Lichtenstein Black	#1A1A1A	RGB(26, 26, 26)	Anchor, contrast, outline
	Pop White	#FFFFFF	RGB(255, 255, 255)	Clean, stark, graphic contrast
Hot & Neon				
	Electric Magenta	#FF00CC	RGB(255, 0, 204)	Neon, electric, shocking
	Fluorescent Orange	#FF6600	RGB(255, 102, 0)	Hot, blazing, eye-catching
	Neon Lime	#CCFF00	RGB(204, 255, 0)	Acidic, vibrant, futuristic
	Hot Pink	#FF1493	RGB(255, 20, 147)	Pop, feminine, flashy
	Laser Lemon	#FFFF00	RGB(255, 255, 0)	Pure yellow, luminous, signal
Candy & Pastel Pop				
	Bubblegum Pink	#FF69B4	RGB(255, 105, 180)	Sweet, retro, playful
	Candy Mint	#00FFAA	RGB(0, 255, 170)	Fresh, tropical, candy-bright
	Sky Pop	#00BFFF	RGB(0, 191, 255)	Airy, bright, commercial
	Sherbet Orange	#FF9966	RGB(255, 153, 102)	Warm, sweet, retro
	Cotton Candy	#FF99CC	RGB(255, 153, 204)	Soft pink, dreamy, retro-feminine

Comic & Graphic				
	Ben-Day Cyan	#00B4D8	RGB(0, 180, 216)	Print process, graphic design
	Comic Green	#00CC44	RGB(0, 204, 68)	Vivid, natural accent, bold
	Action Red	#CC0022	RGB(204, 0, 34)	Deeper red, drama, vintage comic
	Bold Violet	#8800FF	RGB(136, 0, 255)	Electric purple, dramatic, Pop Art
	Graphic Teal	#00897B	RGB(0, 137, 123)	Rich, mid-tone, retro magazine
Retro & Vintage Pop				
	Diner Turquoise	#00CED1	RGB(0, 206, 209)	1950s diner, retro, nostalgic
	Mustard Pop	#FFCC00	RGB(255, 204, 0)	Warm yellow, vintage, bold
	Tomato Soup	#FF3300	RGB(255, 51, 0)	Campbell's-inspired, retro, warm
	Retro Purple	#CC44AA	RGB(204, 68, 170)	1960s psychedelic, warm, pop
	Vintage Coral	#FF6655	RGB(255, 102, 85)	Warm red-orange, retro print
Contrast & Neutrals				
	Ink Black	#0D0D0D	RGB(13, 13, 13)	Outline, print, maximum contrast
	Halftone Grey	#808080	RGB(128, 128, 128)	Ben-Day dots, print neutral
	Newsprint	#F5F0E0	RGB(245, 240, 224)	Vintage paper, warm white
	Chrome Silver	#C0C0C0	RGB(192, 192, 192)	Metallic, Warhol foil, commercial
	Offset White	#FAFAFA	RGB(250, 250, 250)	Clean white, gallery, stark

SECTION 3: COLOR GROUPS & FAMILIES

1. Primary Punch

Swatch	Color Name	Hex	Design Role
	Warhol Red	#FF0000	Dominant hero color
	Comic Yellow	#FFE000	Bright energizing accent
	Ben-Day Blue	#0057FF	Strong graphic fill
	Lichtenstein Black	#1A1A1A	Outline & anchor
	Pop White	#FFFFFF	Stark graphic contrast

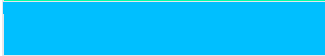
Design Note: Bold, graphic, primary-based layouts with maximum contrast — the foundation of every classic Pop Art composition.

2. Hot & Neon

Swatch	Color Name	Hex	Design Role
	Electric Magenta	#FF00CC	Shocking neon hero
	Fluorescent Orange	#FF6600	Blazing hot accent
	Neon Lime	#CCFF00	Acidic futuristic pop
	Hot Pink	#FF1493	Flashy feminine energy
	Laser Lemon	#FFFF00	Luminous signal yellow

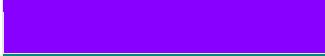
Design Note: Electric accents for high-impact digital and print work — these colors demand attention and must be deployed with intention.

3. Candy & Pastel Pop

Swatch	Color Name	Hex	Design Role
	Bubblegum Pink	#FF69B4	Playful retro hero
	Candy Mint	#00FFAA	Fresh tropical accent
	Sky Pop	#00BFFF	Airy commercial blue
	Sherbet Orange	#FF9966	Warm sweet fill
	Cotton Candy	#FF99CC	Dreamy retro-feminine

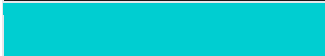
Design Note: Softer pop tones ideal for packaging, fashion, beauty, and lifestyle brands that need warmth without sacrificing vibrancy.

4. Comic & Graphic

Swatch	Color Name	Hex	Design Role
	Ben-Day Cyan	#00B4D8	Print process blue
	Comic Green	#00CC44	Vivid natural accent
	Action Red	#CC0022	Dramatic vintage red
	Bold Violet	#8800FF	Electric dramatic purple
	Graphic Teal	#00897B	Retro magazine mid-tone

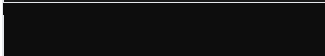
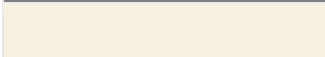
Design Note: Mid-tone workhorse colors drawn directly from comic-book printing traditions — the colors that make panels pop and stories breathe.

5. Retro & Vintage Pop

Swatch	Color Name	Hex	Design Role
	Diner Turquoise	#00CED1	1950s nostalgic anchor
	Mustard Pop	#FFCC00	Warm vintage yellow
	Tomato Soup	#FF3300	Campbell's retro warmth
	Retro Purple	#CC44AA	Psychedelic 1960s glow
	Vintage Coral	#FF6655	Warm retro print red

Design Note: The nostalgic warmth of 1950s–60s commercial art and advertising — perfect for brands seeking retro authenticity with modern graphic energy.

6. Contrast & Neutrals

Swatch	Color Name	Hex	Design Role
	Ink Black	#0D0D0D	Maximum contrast outline
	Halftone Grey	#808080	Ben-Day dot neutral
	Newsprint	#F5F0E0	Vintage paper background
	Chrome Silver	#C0C0C0	Warhol foil metallic
	Offset White	#FAFAFA	Clean gallery stark white

Design Note: The structural backbone of every Pop Art composition — outlines, backgrounds, halftone bases, and the spaces between the color that make it sing.

SECTION 4: GRADIENT RECIPES

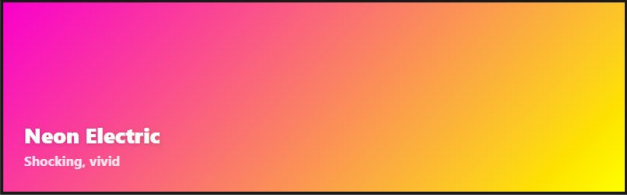
The following gradient recipes translate Pop Art's signature color energy into CSS-ready transitions for digital contexts. Each recipe pairs named palette colors with precise directional and CSS code specifications.

Gradient Name	From Color	From Hex	To Color	To Hex	Direction	CSS Code	Mood
Primary Blast	Warhol Red	#FF0000	Comic Yellow	#FFE000	Left to Right	linear-gradient(to right, #FF0000, #FFE000)	Bold, energetic
Neon Electric	Electric Magenta	#FF00CC	Laser Lemon	#FFFF00	Diagonal 135°	linear-gradient(135deg, #FF00CC, #FFFF00)	Shocking, vivid
Hot Pink Punch	Hot Pink	#FF1493	Fluorescent Orange	#FF6600	Left to Right	linear-gradient(to right, #FF1493, #FF6600)	Hot, blazing
Comic Book	Ben-Day Blue	#0057FF	Bold Violet	#8800FF	Top to Bottom	linear-gradient(to bottom, #0057FF, #8800FF)	Graphic, dramatic
Candy Swirl	Bubblegum Pink	#FF69B4	Cotton Candy	#FF99CC	Left to Right	linear-gradient(to right, #FF69B4, #FF99CC)	Sweet, dreamy
Pop Art Classic	Warhol Red	#FF0000	Ben-Day Blue	#0057FF	Diagonal 45°	linear-gradient(45deg, #FF0000, #0057FF)	Iconic, patriotic
Acid Trip	Neon Lime	#CCFF00	Electric Magenta	#FF00CC	Left to Right	linear-gradient(to right, #CCFF00, #FF00CC)	Psychedelic, daring
Retro Sunset	Tomato Soup	#FF3300	Mustard Pop	#FFCC00	Left to Right	linear-gradient(to right, #FF3300, #FFCC00)	Vintage, warm
Psychedelic Flow	Bold Violet	#8800FF	Hot Pink	#FF1493	Left to Right	linear-gradient(to right, #8800FF, #CC44AA, #FF1493)	Trippy, 1960s
High Contrast	Ink Black	#0D0D0D	Ben-Day Cyan	#00B4D8	Left to Right	linear-gradient(to right, #0D0D0D, #00B4D8)	Sharp, editorial

10 POP ART GRADIENTS



Primary Blast
Bold, energetic



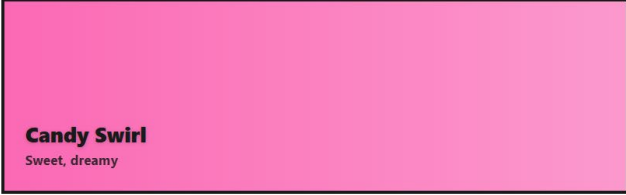
Neon Electric
Shocking, vivid



Hot Pink Punch
Hot, blazing



Comic Book
Graphic, dramatic



Candy Swirl
Sweet, dreamy



Pop Art Classic
Iconic, patriotic



Acid Trip
Psychedelic, daring



Retro Sunset
Vintage, warm



Psychedelic Flow
Trippy, 1960s



High Contrast
Sharp, editorial

SECTION 5: PAIRING RECOMMENDATIONS

Each pairing below is a curated three-color composition — a primary base, a bold secondary, and a sharp accent — designed to work harmoniously within the Pop Art visual tradition. Use these combinations as complete systems for brand, editorial, and campaign work.

Pairing Name	Primary	Primary Hex	Secondary	Secondary Hex	Accent	Accent Hex	Best For
Classic Pop	Pop White	#FFFFFF	Warhol Red	#FF0000	Comic Yellow	#FFE000	Posters, editorial, signage
Warhol Factory	Lichtenstein Black	#1A1A1A	Electric Magenta	#FF00CC	Comic Yellow	#FFE000	Branding, album covers, fashion
Lichtenstein	Pop White	#FFFFFF	Ben-Day Blue	#0057FF	Action Red	#CC0022	Comic illustration, print
Neon Nights	Ink Black	#0D0D0D	Neon Lime	#CCFF00	Electric Magenta	#FF00CC	Nightlife, tech, gaming
Candy Shop	Cotton Candy	#FF99CC	Bubblegum Pink	#FF69B4	Candy Mint	#00FFAA	Packaging, lifestyle, beauty
Retro Diner	Newsprint	#F5F0E0	Diner Turquoise	#00CED1	Tomato Soup	#FF3300	Food, retro branding, menus
Psychedelic	Bold Violet	#8800FF	Laser Lemon	#FFFF00	Hot Pink	#FF1493	Music, festivals, experimental
Comic Strip	Offset White	#FAFAFA	Lichtenstein Black	#1A1A1A	Ben-Day Cyan	#00B4D8	Editorial, comics, zines

SECTION 6: ACCESSIBILITY NOTES

Pop Art's high-saturation palette demands careful contrast management. The following guidelines ensure WCAG compliance in production use, protecting both accessibility and legal compliance without compromising the visual impact of the style.

- **Light colors require dark text:** Pop White (#FFFFFF), Offset White (#FAFAFA), Newsprint (#F5FoEo), Laser Lemon (#FFFFoo), Neon Lime (#CCFFoo), and Comic Yellow (#FFEooo) all require dark text overlays. Never set white or light text on these backgrounds — the contrast ratio will fail WCAG AA at any text size.
- **Dark colors support bright text with excellence:** Ink Black (#oDoDoD) and Lichtenstein Black (#1A1A1A) support white or bright neon text with WCAG AAA contrast ratios, making them ideal for high-legibility headline treatments, navigation bars, and table headers.
- **Decorative-use-only colors:** Electric Magenta (#FFooCC), Hot Pink (#FF1493), and Warhol Red (#FFoooo) may fail WCAG AA on white backgrounds at body text sizes. Reserve these for graphic fills, decorative elements, borders, and large-format headlines where contrast requirements are relaxed.
- **Large-text AA pass:** Ben-Day Blue (#0057FF) and Bold Violet (#88ooFF) pass WCAG AA with white text at large sizes (18pt+ or 14pt bold). Do not use these with white body text at small sizes without testing — verify contrast ratios at your intended font size before production.
- **Always verify before production:** Test all final color pairings using a WCAG contrast checker (such as WebAIM Contrast Checker or Adobe Color Accessibility Tools) before delivering work to clients or publishing digitally. Pop Art's bold palette is powerful — validated pairings ensure that power serves every viewer equally.

Accessibility Quick Rule: If a Pop Art color makes you squint at the screen, it probably fails contrast. Default to Ink Black (#oDoDoD) or Pop White (#FFFFFF) for all body text regardless of background, and use the palette's saturated hues for graphics, fills, and display-size typography only.

SECTION 7: QUICK REFERENCE HEX SHEET

A compact two-column reference of all 30 palette colors, organized by family — ideal for pinning to your workspace or bookmarking for rapid access during design sessions.

Color Name	Hex Code	Color Name	Hex Code
Primary Punch			
Warhol Red	#FF0000	Comic Yellow	#FFE000
Ben-Day Blue	#0057FF	Lichtenstein Black	#1A1A1A
Pop White	#FFFFFF		
Hot & Neon			
Electric Magenta	#FF00CC	Fluorescent Orange	#FF6600
Neon Lime	#CCFF00	Hot Pink	#FF1493
Laser Lemon	#FFFF00		
Candy & Pastel Pop			
Bubblegum Pink	#FF69B4	Candy Mint	#00FFAA
Sky Pop	#00BFFF	Sherbet Orange	#FF9966
Cotton Candy	#FF99CC		
Comic & Graphic			
Ben-Day Cyan	#00B4D8	Comic Green	#00CC44
Action Red	#CC0022	Bold Violet	#8800FF
Graphic Teal	#00897B		
Retro & Vintage Pop			
Diner Turquoise	#00CED1	Mustard Pop	#FFCC00
Tomato Soup	#FF3300	Retro Purple	#CC44AA
Vintage Coral	#FF6655		
Contrast & Neutrals			
Ink Black	#0D0D0D	Halftone Grey	#808080
Newsprint	#F5F0E0	Chrome Silver	#C0C0C0
Offset White	#FAFAFA		