

# 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

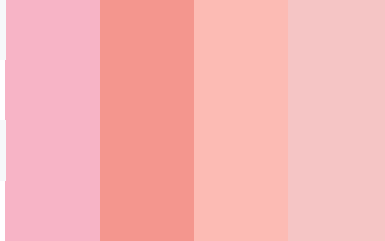
The core 20 pastels that defined the South Beach Art Deco revival

## 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 |
| #FDBC84 | Peach Sorbet  | #FDBC84 | 253 | 188 | 180 |
| #F5C6C6 | Blush Rose    | #F5C6C6 | 245 | 198 | 198 |



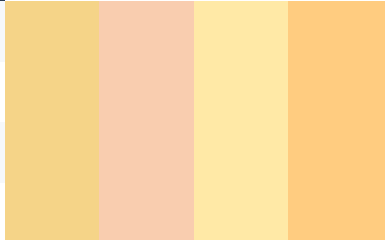
#F8B4C8 > #F4978E > #FDBC84 > #F5C6C6

## 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 |
| #FBC8B1 | Apricot Cream | #FBC8B1 | 251 | 206 | 177 |
| #FFDAA7 | Warm Butter   | #FFDAA7 | 255 | 234 | 167 |
| #FFC880 | Sunrise Amber | #FFC880 | 255 | 204 | 128 |



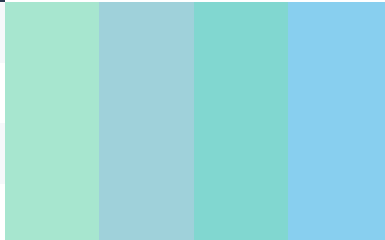
#F5D589 > #FBC8B1 > #FFDAA7 > #FFC880

## 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

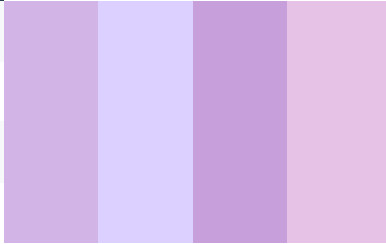
# EXTENDED PALETTE

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*

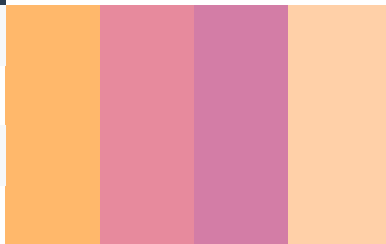
| Swatch  | Color Name | HEX     | R   | G   | B   |                                                                                       |
|---------|------------|---------|-----|-----|-----|---------------------------------------------------------------------------------------|
| #B5EAD7 | Mint Green | #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 |                                                                                       |

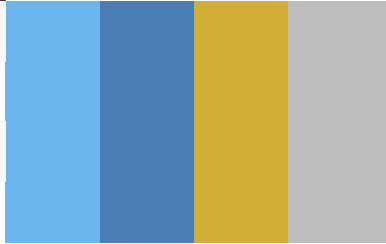
#FFB86C > #E88B9E > #D47FA6 > #FFD1A9

## 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    | #FDBCB4 | 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   | #FBCBE1 | 251 | 206 | 177 |        |
| ORIGINAL | Sunrise Golds      | Warm Butter     | #FFEAA7 | 255 | 234 | 167 |        |
| ORIGINAL | Sunrise Golds      | Sunrise Amber   | #FFCC80 | 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 | #C5CBE3 | 197 | 203 | 227 |        |
| ORIGINAL | Sky & Cloud        | Cloud White     | #F5F5F0 | 245 | 245 | 240 |        |
| ORIGINAL | Sky & Cloud        | Deco White      | #FEFEFA | 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

## 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.