

COLOUR PSYCHOLOGY FOR

DIGITAL PRODUCTS THAT ACTUALLY SELL

How to Choose Colours That
Trigger Buying Decisions and
Increase Digital Product Sales



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Pastel Palette: Soft, Approachable, and Modern



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Bold Saturated Colours: Energetic, Confident, and Commanding

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Clean,
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Neutral Palette: Clean, Professional, and Timeless

Why Colour Matters More Than You Think

When you're creating a digital product like an eBook, colour isn't just decoration; it's a powerful psychological tool that can increase readability by up to 40%, boost comprehension by 73%, and significantly impact whether someone actually finishes reading what you've created. The right colour choices can transform your eBook from forgettable to unforgettable.

- **Background:** #FAF9F6 (Warm Off-White)
- **Body Text:** #2B2B2B (Dark Charcoal)
- **Headings:** #008B8B (Deep Teal)
- **Subheadings:** #1A3A52 (Rich Navy)
- **Highlights/CTAs:** #FF7F50 (Warm Coral)
- **Secondary Text:** #6B6B6B (Medium Gray)
- **Dividers/Borders:** #E8E8E8 (Subtle Gray)

Optional

The Science-Backed Colour Palette for eBooks

Background Colours: The Foundation of Readability
Warm Off-White (#FAF9F6 - Seashell White)



This is your secret weapon. Pure white (#FFFFFF) causes eye strain during extended reading sessions because of excessive screen glare. A warm off-white reduces this fatigue by 30% while maintaining that clean, professional look. The slight warmth makes the reading experience feel more natural, like reading from cream-colored paper, which our brains associate with quality books.

The Alternative Background Colour

Soft Beige (#F5F5DC - Beige)

For longer eBooks, this creates a more seamless and organic reading experience. Studies show readers can comfortably read 20% longer on beige backgrounds compared to stark white.

Text Colours: Maximum Clarity

Primary Text:

Near-Black (#2B2B2B - Dark Charcoal)

Pure black (#000000) on light backgrounds creates a harsh contrast that can cause eye fatigue. This dark charcoal provides 95% of the contrast benefit while reducing eye strain by approximately 25%. It's the Goldilocks choice—not too harsh, not too light, just right for extended reading.

Secondary Text: Medium Gray (#6B6B6B)

Perfect for captions, footnotes, and supplementary information. This colour creates visual hierarchy without competing with your main content.

Accent Colours: Strategic Pops That Guide and Engage

Primary Accent: Deep Teal (#008B8B – Dark Cyan)

Why this works: Teal combines the calming properties of blue (which increases focus and trust) with the growth associations of green. It's distinctive without being aggressive, professional without being boring. Use it for:

- Chapter headings
- Key callout boxes
- Important quotes or highlights

Secondary Accent: Warm Coral (#FF7F50)

This energizing colour draws the eye without screaming for attention. Research shows coral increases engagement rates by up to 15% when used strategically. Reserve it for:

- Call-to-action buttons
- Critical warnings or tips
- Limited highlights of truly essential information

Complementary Colours for Visual Hierarchy

Subtle Gray (#E8E8E8) – For dividing lines, borders, and subtle background sections

Rich Navy (#1A3A52) – For section headers or chapter introductions that need authority

Comprehensive Colour Analysis for Your eBook Design

Pastel Palette: Soft, Approachable, and Modern

Soft Pink (#F4D8D8 - Light Rose)

This gentle pink creates an immediate sense of calm and approachability. It's ideal for eBooks focused on wellness, self-care, lifestyle, or creative topics. Pink reduces stress and promotes emotional warmth, making readers feel welcomed rather than intimidated.

Use this as a background for introduction pages or testimonial sections. It signals "this content is friendly and accessible" without appearing unprofessional. Readability note: Pair only with dark text (#2B2B2B or darker) for sufficient contrast.

Pale Yellow (#F5E6C8 - Vanilla Cream)

This warm, optimistic colour stimulates mental activity without overwhelming the senses. Yellow enhances memory retention by up to 15% and is associated with clarity and new ideas. Ideal for educational eBooks, how-to guides, or motivational content. Use it to highlight key learning sections, "lightbulb moment" callouts, or chapter summaries. The softness prevents the anxiety that bright yellow can trigger while maintaining its cognitive benefits.

Mint Green (#C8E6E1 - Seafoam)

The most restful colour for the human eye, this mint shade reduces eye strain during long reading sessions. It combines the growth associations of green with the tranquillity of blue. Perfect for health, finance, or personal development eBooks where you want readers to feel both hopeful and calm. Use as section backgrounds for "action steps" or "implementation guides"—it subconsciously signals "this is achievable and positive."

Sage Green (#D4E8D4 - Light Sage)

This earthy, natural tone conveys stability, balance, and a sense of organic growth. It's more grounded than mint, making it excellent for business, sustainability, or mindfulness content. Sage green creates a sophisticated, mature feel while remaining gentle on the eyes. Use it for case study backgrounds, data sections, or anywhere you want to convey "trustworthy, established wisdom."

Lavender (#E6D8E8 - Soft Lilac)

This soothing purple shade combines the stability of blue with the energy of red in perfect balance. Lavender is associated with creativity, spirituality, and premium quality. It's ideal for creative industries, coaching, or luxury positioning. Use sparingly as a section divider or for special callout boxes containing inspiration or advanced concepts. Too much can feel overly dreamy; just enough signals sophistication.

Palette Strategy:

These pastels work beautifully together for a cohesive, modern eBook. Use them as alternating chapter backgrounds or to colour-code different content types (pink for stories, yellow for lessons, green for action steps, etc.). Always maintain dark text for readability.

Bold Saturated Colours: Energetic, Confident, and Commanding

Royal Blue (#4A7BA7 - Strong Blue)

This authoritative blue commands attention while maintaining professionalism. Blue is the most universally trusted colour, increasing credibility by up to 42%. This saturated version adds energy to that trust. Perfect for business, technology, or educational eBooks that require establishing expertise. Use for major headings, chapter titles, or key concept boxes. It says, "Pay attention—this matters" without aggression.

Burnt Orange (#D97B2E - Deep Amber)

A powerhouse colour that combines warmth, enthusiasm, and urgency without the aggressive nature of pure red. Orange increases oxygen supply to the brain and stimulates mental activity. This deeper shade feels sophisticated and grounded. Ideal for call-to-action buttons, "pro tips," or limited-time offer sections. It creates excitement about taking action while maintaining credibility. Use strategically—too much can overwhelm.

Golden Yellow (#F4BD00 - Rich Gold)

The colour of optimism, clarity, and value. This saturated yellow grabs attention instantly and is associated with happiness and intellectual energy. Use it extremely sparingly—for highlighting the single most important sentence on a page, for "warning" or "critical tip" boxes, or for special achievement badges. Its intensity makes it perfect for guiding the eye exactly where you want it, but overuse causes mental fatigue.

Forest Green (#5B8C51 - Deep Moss)

Growth, prosperity, and action. This rich green is more dynamic than sage while remaining professional. It's associated with money, success, and forward movement. Perfect for finance eBooks, success stories, profit calculations, or "results" sections. Use it for graphs showing upward trends, testimonial boxes, or transformation stories. It subconsciously signals "this leads to positive outcomes."

Royal Blue (#4A7BA7 - Strong Blue)

This authoritative blue commands attention while maintaining professionalism. Blue is the most universally trusted colour, increasing credibility by up to 42%. This saturated version adds energy to that trust. Perfect for business, technology, or educational eBooks that require establishing expertise. Use for major headings, chapter titles, or key concept boxes. It says, "Pay attention—this matters" without aggression.

Royal Purple (#6B4C9A - Regal Violet)

The colour of luxury, wisdom, and transformation. Purple has historically been associated with royalty and premium quality. This saturated version adds confidence to that prestige. Ideal for high-ticket offerings, advanced concepts, or "exclusive content" sections. Use for VIP tips, bonus chapters, or premium upgrade offers. It creates a sense of "this is special and valuable."

Palette Strategy:

Use these bold colours as accent elements only—never as backgrounds with body text. They're perfect for headings, infographics, charts, and strategic highlights.

The high energy demands dark (#1A1A1A) or white (#FFFFFF) text for proper contrast. Limit yourself to 2-3 from this palette per eBook to avoid visual chaos.

Neutral Palette: Clean, Professional, and Timeless

Warm Tan (#C9A97C – Sandy Beige)

This sophisticated neutral brings warmth without distraction. Tan is associated with reliability, simplicity, and organic authenticity. It's the perfect background choice for minimalist eBooks, creating a paper-like feel that reduces screen fatigue by 28%. Use as your primary background for an elegant, readable experience. It works across all industries but particularly shines in lifestyle, artisan, or heritage brand content.

Pale Cream (#E8D7B8 – Linen)

Softer than tan, this cream colour creates an upscale, gentle reading environment. It's warmer than off-white, making it feel more inviting and less clinical. Perfect for long-form content where reader comfort over hours matters. Use as alternating section backgrounds with tan to create subtle visual breaks without jarring colour shifts. The warmth keeps engagement high while reducing eye strain.

Charcoal Gray (#6B6660 - Warm Charcoal)

This is your workhorse text colour for neutral backgrounds. Unlike cool grays, this warm-toned charcoal complements beige backgrounds perfectly while maintaining excellent readability. Use for body text, secondary headings, and detailed descriptions. It's professional without being harsh, visible without causing strain. The slight warmth prevents the coldness that can make technical or business content feel impersonal.

Silver Gray (#A7ABA3 - Soft Silver)

The perfect mid-tone for borders, dividing lines, and subtle background differentiation. This gray creates hierarchy and organization without drawing attention to itself. Use it for table borders, sidebar backgrounds, or to separate different content sections. It's light enough to feel open and airy, but visible enough to provide structure. Essential for complex eBooks with multiple content types.

Palette Strategy:

This neutral system is your foundation for serious, professional, or timeless content. Use warm tan or pale cream as your background, warm charcoal for text, and silver gray for structural elements. Add ONE accent colour from the bold palette (like royal blue or forest green) for headings, and you have a sophisticated, highly readable eBook. This combination reduces reading fatigue by up to 40% compared to stark black-on-white.

Choosing Your Palette Based on Your Topic

For Maximum Readability: Neutral background + one bold accent colour For Creative

Energy: Pastels with bold accent highlights

For Modern Professional: Neutrals + royal blue + burnt orange.

For Wellness/Lifestyle: Pastels throughout with warm charcoal text.

For Authority/Business: Neutrals + royal blue + forest green.

For Transformation/Coaching: Soft backgrounds + royal purple + golden yellow accents

The colours you choose aren't just aesthetic—they're strategic tools that either support or sabotage your message. Choose wisely.

Colour Psychology for Digital Products That Actually Sell

How to Choose Colours That
Trigger Buying Decisions and
Increase Digital Product Sales

What if a few hex codes could keep readers engaged 73% longer?

Colour isn't decoration—it's neuroscience. This guide reveals the psychology-backed palettes that reduce reading fatigue, increase completion rates, and make your content feel professional and premium.

You'll get complete colour systems for every eBook type: soft pastels for modern appeal, bold saturates for authority, and clean neutrals for timeless credibility. Each includes exact codes, contrast guidelines, and strategic implementation.

No more trial and error. Just proven colour strategies that make readers stay, engage, and finish.

Stop letting poor design sabotage brilliant content.

I'm M. J. Marmah, a digital marketer, web/graphic designer, writer, and SaaS product promoter. I've earned income promoting digital and affiliate-based products and services. I hope you find this eBook helpful. Feel free to explore other products in my store.

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