MUST-HAVE & TRENDING COLORS FOR 2026

#A3A58B

sniff
DESIGN STUDIO

EARTHY GREENS & BOTANICAL DEPTH

Green continues its reign, but shifts toward more natural, grounded tones inspired by landscapes and organic materials.

Verdant Green #78584F
& Hemlock Green #2D3F3C

HELPING TO PUT YOUR LOVE OF ANIMALS TO WORK

SOFT GROUNDED NEUTRALS

Warm, traditional neutrals are replacing stark whites and cool grays. These tones feel calm, elevated, and timeless. Great for pet brands looking for stay + longevity.

Sepia Sand #AE9C8A
& Oatmilk Olive #BAB6A7

HELPING TO PUT YOUR LOVE OF ANIMALS TO WORK

HELPING TO PUT YOUR LOVE OF ANIMALS TO WORK

MODERN REFINED BLUES

Blues are getting deeper and richer. As well as less muted and more refined.Think classic, confident, and quietly luxurious.

Muted Slate - #7B9A9F

& Nosey Navy - #1C3245

HERITAGE BLUSHES

Blushes evolves into a more grown-up, and muted palette. Think subtle, slightly moody and versatile – rather than overly feminine.

Dusty Rosewood - #A96D63

& Pink Parchment - #EDD2C2

HELPING TO PUT YOUR LOVE OF ANIMALS TO WORK

HELPING TO PUT YOUR LOVE OF ANIMALS TO WORK

MOODY TERRACOTTA & BAKED BROWNS

These colors, while dramatic bring warmth, personality, and a sense of craft. Expect to see them used as grounding neutrals or bold accents.

Smoked Terracotta - #793C24

& Terra Cotta Toast - #A05235

HELPING TO PUT YOUR LOVE OF ANIMALS TO WORK

MOODY TERRACOTTA & BAKED BROWNS

These colors, while dramatic bring warmth, personality, and a sense of craft. Expect to see them used as grounding neutrals or bold accents.

Cocoa Cinder - #1E1613

& Vintage Walnut - #312725

Hope this creative guide helps your brand stand out. Sniff Design Studio® has offered award-winning pet business branding and web design since 2003—plus ongoing resources on the blog and in the shop.

www.SniffDesign.com/**blog** || www.SniffDesign.com/**store**