



# CREEPY COLORS

15 PALETTES • COLOR FORMULAS • SOURCE PHOTOS

RetroSupply<sup>co</sup>

## INTRODUCTION TO GUIDE

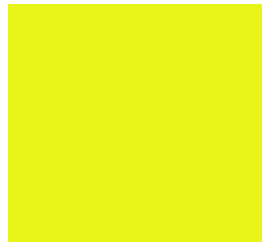
Horror and Halloween themed artwork is often a favorite among retro enthusiasts for their bold designs, bright colors, and creative risks. Artists thrived under the shoe-string budgets and printing limitations of the time to create designs that would stand out on any shelf. We put together some great color palettes inspired by work throughout the Mid-Century for your next graphic design or illustration project.





## LUCKY YUCKIES AND YUCK

The 90s were when the original slime craze hit the U.S. and this gross out collection of slimes encapsulates the super saturated time period. You might not immediately think of primary colors when it comes to spooky artwork, but ramping up tones gives monster ooze, blood, and radioactive waste.



**HEX**  
E9F518

**RGB**  
233, 245, 24

**CMYK**  
14, 0, 96, 0



**HEX**  
0CB6D6

**RGB**  
12, 182, 214

**CMYK**  
72, 5, 12, 0



**HEX**  
EE373D

**RGB**  
238, 55, 61

**CMYK**  
0, 93, 79, 0



**HEX**  
4CB74D

**RGB**  
76, 183, 77

**CMYK**  
71, 0, 97, 0



## COOL GHOUL MASK

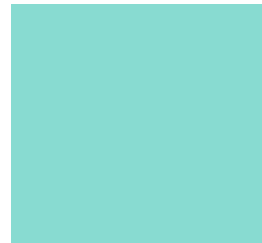
Using limited palettes is a cornerstone of low-budget printing. The makers of this skeleton mask were smart to use two similar colors to convey an eerie glow and give dimension to the features beyond what could be achieved with just the line art.



**HEX**  
B0D235

**RGB**  
176, 210, 53

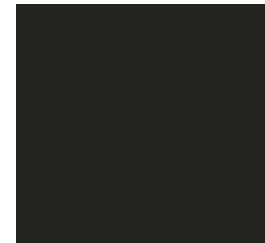
**CMYK**  
36, 0, 100, 7



**HEX**  
88DBD1

**RGB**  
136, 219, 209

**CMYK**  
44, 0, 23, 0



**HEX**  
232320

**RGB**  
35, 35, 32

**CMYK**  
70, 64, 67, 72



## HALLOWEEN BOOK COVER

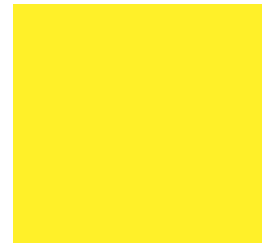
We might see pastel colors and think Easter over Halloween. However, the illustrator who created this book cover uses candy-colored spot colors to give the overall design a kid-friendly look.



**HEX**  
FFB5C4

**RGB**  
255, 181, 196

**CMYK**  
0, 36, 8, 0



**HEX**  
FFF029

**RGB**  
255, 240, 41

**CMYK**  
3, 0, 91, 0



**HEX**  
91DB99

**RGB**  
145, 219, 153

**CMYK**  
43, 0, 53, 0



**HEX**  
262026

**RGB**  
38, 32, 38

**CMYK**  
71, 71, 60, 71



### PRO TIP

To give your design a more authentic printed look, simulate “ink trapping” by extending the borders of your color blocks and lower the opacity of your line art.



## TRICK OR TREAT BAG 01

Softer versions of Halloween favorites are a great choice when you want to convey age or different print effects in your design. For this trick-or-treat bag, the muted tones could be because the bag is vintage, or because the inks didn't fully absorb when offset printed onto the glassine.



**HEX**  
9B92C6

**RGB**  
155, 146, 198

**CMYK**  
40, 42, 0, 0



**HEX**  
F47B30

**RGB**  
244, 123, 48

**CMYK**  
0, 64, 93, 0



**HEX**  
524F4E

**RGB**  
82, 79, 78

**CMYK**  
63, 58, 57, 35



## TRICK OR TREAT BAG 02

Many artists shy away from super limited palettes, but they don't need to scare you. Setting your layers' blend mode to Multiply creates a third color which adds a bit of detail and variety to this well-balanced design.



**HEX**  
FF5926

**RGB**  
255, 89, 38

**CMYK**  
0, 80, 92, 0



**HEX**  
2F3785

**RGB**  
47, 55, 133

**CMYK**  
98, 94, 13, 3



### PRO TIP

When you aren't relying on color to sell your design, lean on other design principles such as the symmetry and rhythm of the illustration above.



## HALLOWEEN DECORATION

This paper decoration makes great use of negative space in the skeleton, allowing the viewer's eye to rest a bit before looking over the sea of vibrant orange. Another great example of using limited palettes, the pop of green adds both variety and a nice balance of warm and cool colors.



**HEX**  
EF4623

**RGB**  
239, 70, 35

**CMYK**  
0, 88, 100, 0



**HEX**  
B4C92B

**RGB**  
180, 201, 43

**CMYK**  
35, 5, 100, 0



**HEX**  
231F20

**RGB**  
35, 31, 32

**CMYK**  
70, 67, 64, 74





## HALLOWEEN PARTY INVITATION

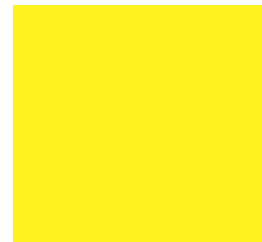
Another example of smart printing techniques, this card uses small pops of color to add excitement to an overly black design. Although the illustration would look great in just black and white, the highly saturated colors are more inviting. Which is what you want in an invitation!



**HEX**  
68BD45

**RGB**  
104, 189, 69

**CMYK**  
63, 0, 100, 0



**HEX**  
FFF21F

**RGB**  
255, 242, 31

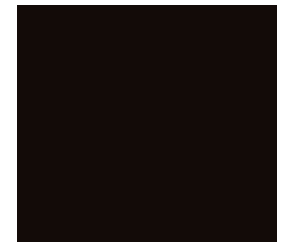
**CMYK**  
4, 0, 91, 0



**HEX**  
F4772E

**RGB**  
244, 119, 46

**CMYK**  
0, 66, 93, 0



**HEX**  
130B08

**RGB**  
19, 11, 8

**CMYK**  
69, 68, 67, 84



## DARK SHADOWS PLAYING CARD

Large blocks of bright colors offset by a thoughtful use of negative space and sleek minimalist line art gives this playing card a quintessentially late Mid-Century look. Try using halftones when using this palette, not only for authenticity, but to give each block of color an opportunity to glow.



**HEX**  
8F2159

**RGB**  
143, 33, 89

**CMYK**  
39, 99, 41, 16



**HEX**  
F04E37

**RGB**  
240, 78, 55

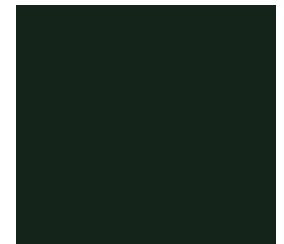
**CMYK**  
0, 85, 85, 0



**HEX**  
59BC68

**RGB**  
89, 188, 104

**CMYK**  
66, 0, 80, 0



**HEX**  
231F20

**RGB**  
21, 36, 26

**CMYK**  
77, 58, 74, 75



## HALLOWEEN STICKER SET

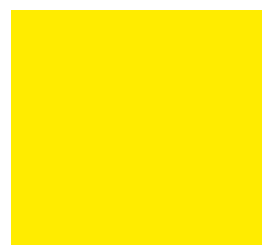
Coming into the latter part of the 20th century, Halloween designs became brighter. Especially with a wider range of more affordable fluorescent inks. We referenced original Day-Glo catalogs to create this palette of computer friendly fluorescent colors.



**HEX**  
FA40A3

**RGB**  
250, 64, 163

**CMYK**  
0, 87, 0, 0



**HEX**  
FFEC00

**RGB**  
255, 236, 0

**CMYK**  
3, 1, 97, 0



**HEX**  
0A67A9

**RGB**  
10, 103, 169

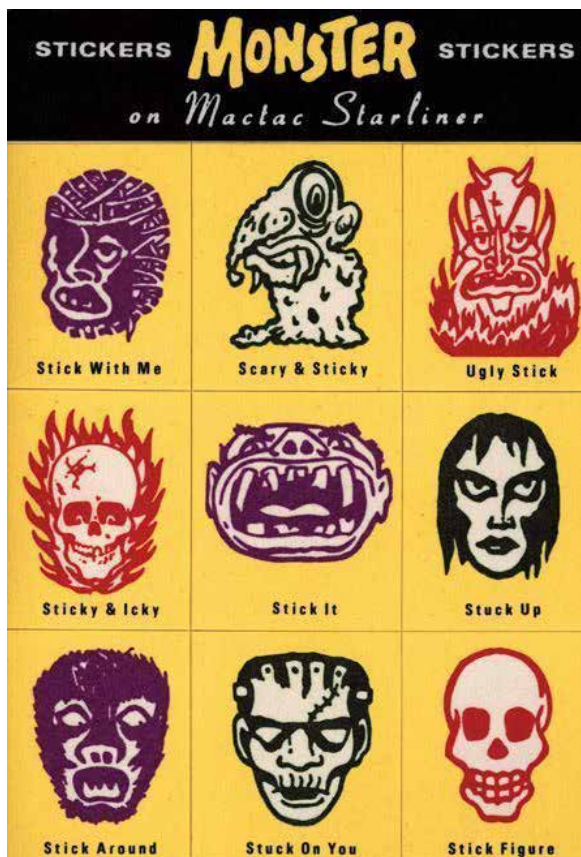
**CMYK**  
92, 60, 6, 0



**HEX**  
60D145

**RGB**  
96, 209, 69

**CMYK**  
60, 0, 96, 0



## MONSTER STICKER SET

Although horror can often lean on conventions, the genre is also known for taking creative side streets. This collection of stickers uses jewel toned reds and purples on a soft yellow to show off its spooky designs. Lower the opacity of the black to unlock a secret green when overlayed on the yellow.



**HEX**  
FFDB40

**RGB**  
255, 219, 64

**CMYK**  
1, 11, 85, 0



**HEX**  
491970

**RGB**  
73, 25, 112

**CMYK**  
86, 100, 22, 14



**HEX**  
C9262B

**RGB**  
201, 38, 43

**CMYK**  
14, 98, 94, 4



**HEX**  
0C1D12

**RGB**  
12, 29, 18

**CMYK**  
77, 58, 73, 79





## GLOW IN THE DARK COSTUME

The Mid-Century was arguably the best time for Halloween costumes. The actual costumes were nothing to write home about, but the packaging was the star of the show. With this palette, less is more. Use the fluorescent colors strategically and surround them with a rich black to make them stand out.



**HEX**  
98DE29

**RGB**  
152, 222, 41

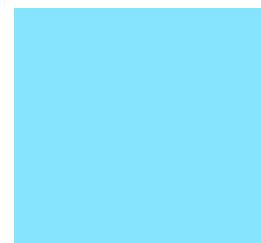
**CMYK**  
44, 0, 100, 0



**HEX**  
E65717

**RGB**  
230, 87, 23

**CMYK**  
5, 80, 100, 0



**HEX**  
85E5FF

**RGB**  
133, 229, 255

**CMYK**  
39, 0, 2, 0



### PRO TIP

When working with highly saturated colors, pick one main color and use the others as accents. This will keep your work balanced.



## COLLEGEVILLE COSTUMES

The bold colors in this Collegeville Costumes catalog are certainly eye-catching. With the softer, warmer main colors serving as an interesting case study of cozy 50s designs and the highly saturated work of the 1960s. The acid green connecting to Halloween, but also what design trends would appear later in the decade.



**HEX**  
231F20

**RGB**  
16, 58, 120

**CMYK**  
100, 87, 25, 11



**HEX**  
FE6621

**RGB**  
254, 102, 33

**CMYK**  
0, 74, 95, 0



**HEX**  
B6D520

**RGB**  
182, 213, 32

**CMYK**  
34, 0, 100, 0



## HALLOWEEN GREETING CARD

Give classic Halloween colors an older, cozier feel by shifting hues to the warmer side of the color spectrum. In this greeting card, a goldenrod yellow and pumpkin orange are used.



**HEX**  
FFC100

**RGB**  
255, 193, 0

**CMYK**  
0, 25, 100, 0



**HEX**  
F15A22

**RGB**  
241, 90, 34

**CMYK**  
0, 80, 98, 0



**HEX**  
363330

**RGB**  
54, 51, 48

**CMYK**  
66, 67, 64, 74



## VAMPIRE NAILS

This packaging for “vampire nails” are quintessentially 60s kitsch. While the blue and green are similar in both hue and tone, they are balanced by the use of heavy black line art. The pop of red balances the design and keeps the eye from passing over the vampire too quickly.



**HEX**  
30CDEF

**RGB**  
48, 205, 239

**CMYK**  
61, 0, 6, 0



**HEX**  
83D96F

**RGB**  
131, 217, 111

**CMYK**  
49, 0, 75, 0



**HEX**  
EE3824

**RGB**  
238, 56, 36

**CMYK**  
0, 92, 99, 0





## CREEPYWURLY

Cheap paper toys like these skeleton mobiles were often made using big blocks of color overlayed by a more detailed “key” layer. This allowed printers to keep costs down while still maintaining quality and leaving room for smaller details such as in the sword and ghoul’s face.



**HEX**  
7DD667

**RGB**  
125, 214, 103

**CMYK**  
51, 0, 79, 0



**HEX**  
FF479F

**RGB**  
255, 71, 159

**CMYK**  
0, 85, 0, 0



**HEX**  
36013A

**RGB**  
54, 1, 58

**CMYK**  
74, 96, 40, 57