



POD Color Conversion Cheat Sheet

SAAS SELECT — 2026 EDITION



Dark Academia

ROLE	COLOR	HEX	USAGE
Primary (base)	☐ Espresso	#3B2F2F	T-shirts, hoodies, totes
Primary (base)	☐ Forest Green	#2D4A3E	Literary quotes
Accent (ink)	☐ Parchment	#F4EBD9	Typography on dark
Accent (ink)	☐ Deep Burgundy	#6B1D2F	Premium editions
Avoid		Bright neons — break the moody, literary aesthetic	

Evokes aged wood, leather-bound books, ivy-covered stone. Buyers want subtlety and intellectual belonging.



TTRPG (D&D / Fantasy)

ROLE	COLOR	HEX	USAGE
Primary (base)	☐ Black	#1A1A1A	Staple — 2-3x better than brights
Primary (base)	☐ Navy	#1A2A4A	Tactical/class characters
Accent (ink)	☐ Crimson	#8B0000	Heroism, danger, spells
Accent (ink)	☐ Royal Purple	#4A1A6B	Magic, mystery, fantasy
Accent (ink)	☐ Metallic Gold	#D4A017	Loot, achievements, legendary
Avoid		Pastels — too soft for epic stakes	

Players buy identity. Colors must signal character archetype — warrior, mage, rogue, healer.



Gothic Macabre

ROLE	COLOR	HEX	USAGE
Primary (base)	☐ Obsidian Black	#1F1F1F	Non-negotiable base
Primary (base)	☐ Charcoal Gray	#3B3B3B	Softer alternative
Accent (ink)	☐ Midnight Purple	#2A0A3A	Romantic gothic, vampire
Accent (ink)	☐ Blood Red	#892929	Passion, danger, melancholy
Accent (ink)	☐ Spectral White	#F0F0F0	Ghostly contrast, ethereal
Avoid		Bright colors — break somber immersion	

Total commitment required. Anything lighter than charcoal reads as compromise.

The 30-Day A/B Testing Framework

Week 1–2: Setup

1. Pick one design from your catalog
2. Create two colorways using the matrices above
3. List as separate products with identical titles/tags
4. Price identically

Week 3–4: Measure

1. **Impressions** — Did one thumbnail stop the scroll?
2. **Clicks** — Did one color drive more curiosity?
3. **Favorites** — Which resonated emotionally?
4. **Conversion Rate** — Which closed the sale?

Decision Rule: After 30 days, the higher-converting variant becomes your primary. The loser becomes seasonal. Run a new challenger next month.

90%

OF SNAP JUDGMENTS BASED ON COLOR

80%

BRAND RECOGNITION INCREASE

2-3x

BLACK VS BRIGHT CONVERSION

18%

OUTPERFORMANCE CONSISTENT PALETTES

US vs UK Color Quick Reference

COLOR	US	UK	SAFE?
Blue	Trust, professional	Trust, professional	✓
Purple	Luxury, creative	Royal, premium	✓
Black	Edgy, universal	Classic, somber	✓
Orange	Energetic, creative	Caution, construction	⚠️ Test
Green	Eco-friendly	Safety, nature	✓ Context

Brand Palette Structure

Signature Base (1-2 colors) → 80% of products

Accent Range (2-3 colors) → Rotate by design mood

Seasonal Wildcard (1 color) → 60-90 day test

Brand-consistent colors outperform random choices by 18%.

SaaS Select — No sponsors. No fluff.

This cheat sheet accompanies: "Color Psychology for POD: How Hues Drive Conversions"

saas-select.com/blog/color-psychology-pod-conversions/

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