

Save your brand colors

Keep your brand colors in the color picker so you can reuse the exact shade anywhere on your site without retyping the code.

Every time you color something, the color picker opens. You can keep your brand colors in it, so you can click your exact shade instead of hunting for it.

Before you start

If you know your brand colors' HEX codes (a six-character code such as #1A2B3C), have them handy. If you don't have them, the eyedropper can match a color from anywhere on your site, such as your logo or a photo.

Save a color

1. Log in to your site editor and open the page.
2. Click something that has a color setting, such as a button, a heading or a section.
3. Open the color setting. The color picker opens.
4. Pick your color. You can choose it on the palette, type a HEX or RGB code, or click the eyedropper and then click the color you want anywhere on your site.
5. Click the **Saved Colors** tab.
6. Click the plus icon. The color is saved.

The limit is 48 saved colors and gradients.

Use a saved color

Open the color picker anywhere, click the **Saved Colors** tab and click the color. It's the same shade every time.

Remove a saved color

In the **Saved Colors** tab, right-click the color and click **Remove**.

Recent colors

The picker also shows the colors you used lately on your site. Use them for quick picks, then save the ones you use often.

Saved colors or site colors?

- **Saved colors** are a shortcut list inside the color picker.
- **Site colors** are linked to your pages. Change one and everything linked changes with it. See [Change your site's colors](#).

Not sure which to use? Use site colors for your main brand colors, and saved colors for the extras.

Tips

- Use the same few colors everywhere.
- Save a light and a dark shade you can use for backgrounds and text.
- After coloring text, check it reads clearly against its background.

Publish. If you don't see a **Publish** button, tell us and we'll publish it for you.

Need a hand?

Email hello@zossoz.com with your business name and your brand colors, and we'll take care of it. We reply within one business day. If it turns out to be more than a small change, we'll tell you in writing before we start. See [Request a change](#).

Related guides: [Change your site's colors](#) · [Add a color gradient background](#) · [Change a section's background color or image](#) · [Make your site easier for everyone to read](#)

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