Choose colour from the water

Read clarity and light at the spot. Keep depth and presentation under control.

WHAT YOU FIND	FIRST ROTATION	WHAT TO CHANGE
Clear water, bright sun	Dark natural tones or a low-flash profile; keep a natural baitfish option.	Compare silhouette with flash before reaching for a brighter jig.
Clear water, cloud or fading light	Soft pink, natural-orange or a UV-reactive finish.	As light falls, test glow or a stronger outline.
Stained water or stirred-up weed	Orange, red foil, glow or a high-contrast pattern.	Give it a controlled fall; change one feature at a time.
Dusk, night or pier lights	Charged glow or a dark-backed silhouette.	If squid avoid strong glow, test a subtler option.
Squid follow without taking	Keep the jig in view and let it fall naturally.	Try a longer pause or slower sink before another colour change.

A starting rotation, not a catch-rate ranking. The response at the water decides.

Source: squidfishing.com.au/field-kit/#colour-chart

v1.0 / 06 SEP 2026

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