

Primary colors

Making the most of color

Our primary color palette is made up of monochromatic shades of blue. These colors have been carefully chosen to represent our brand and convey our values. Each color has its own unique characteristics and meaning, and together they form a cohesive visual identity for our brand. These colors should always be the main focus in our designs. The primary colors should always be used for text colors and backgrounds. These color should make up for at least 90% of all designs.

Contrast note: WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text. WCAG 2.1 requires a contrast ratio of at least 3:1 for graphics and user interface components (such as form input borders). WCAG Level AAA requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text.

Navy	DataBank Blue	Light Blue	Off White	White
Hex: #00263D RGB: 0, 38, 61 CMYK: 100, 38, 0, 76 PMS: 539 C	Hex: #427DFF RGB: 66, 125, 255 CMYK: 74, 51, 0, 0 PMS: 2727 C	Hex: #DBE7FF RGB: 219 231 255 CMYK: 13, 5, 0, 0 PMS:	Hex: #EDF0F7 RGB: 250, 249, 246 CMYK: 0, 0, 2, 2 PMS:	Hex: #FFFFFF RGB: 255, 255, 255 CMYK: 0, 0, 0, 0 PMS: --
Primary Text Color AaWhite#FFFFFF	Primary Text Color AaWhite#FFFFFF	Primary Text Color AaNavy#00263D	Primary Text Color AaNavy#00263D	Primary Text Color AaNavy#00263D
Secondary Text Color AaDataBank Blue#427DFF	Secondary Text Color AaNavy#00263D	Secondary Text Color AaDataBank Blue#427DFF	Secondary Text Color AaDataBank Blue#427DFF	Secondary Text Color AaDataBank Blue#427DFF