



VISUAL ELEMENTS · 10

# Color



VISUAL ELEMENTS · COLOR

PRIMARY PALETTE

## Recognition in focused doses.

|                                                     |                                                     |
|-----------------------------------------------------|-----------------------------------------------------|
| <b>French Blue</b><br><br>#1973BF<br>RGB 25 115 191 | <b>Ultra Pink</b><br><br>#EF7DFF<br>RGB 239 125 255 |
| <b>Ink</b><br><br>#101113                           | <b>White</b><br><br>#FFFFFF                         |

COINFILATE BRAND GUIDELINES · COLOR

02

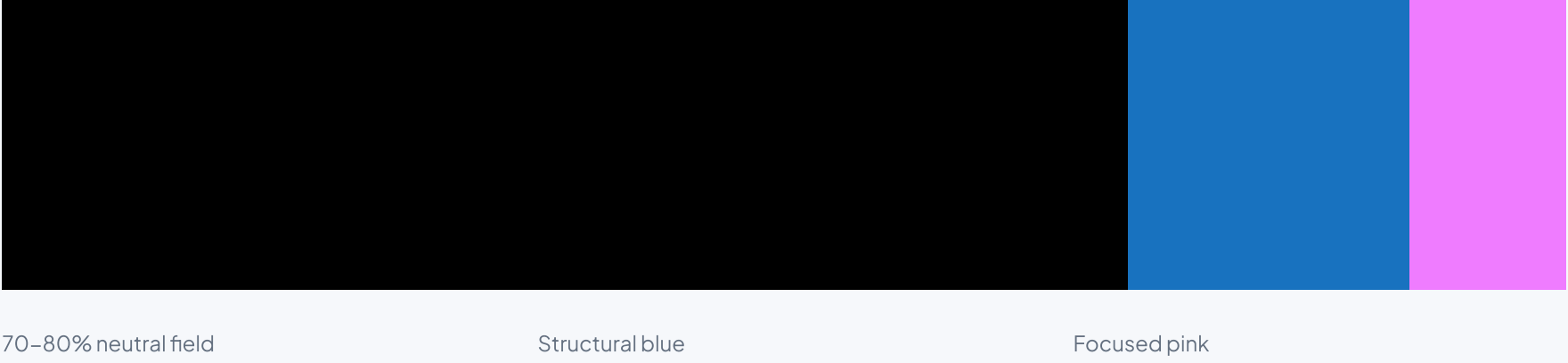


SUPPORTING PALETTE

DEPTH, TRANSITION, STATUS

|                            |                              |                                 |
|----------------------------|------------------------------|---------------------------------|
| <b>Navy</b><br><br>#101B49 | <b>Purple</b><br><br>#8D45DB | <b>Confirmed</b><br><br>#36D399 |
|----------------------------|------------------------------|---------------------------------|

## Recommended proportion



70–80% neutral field

Structural blue

Focused pink

COINFILATE BRAND GUIDELINES · COLOR

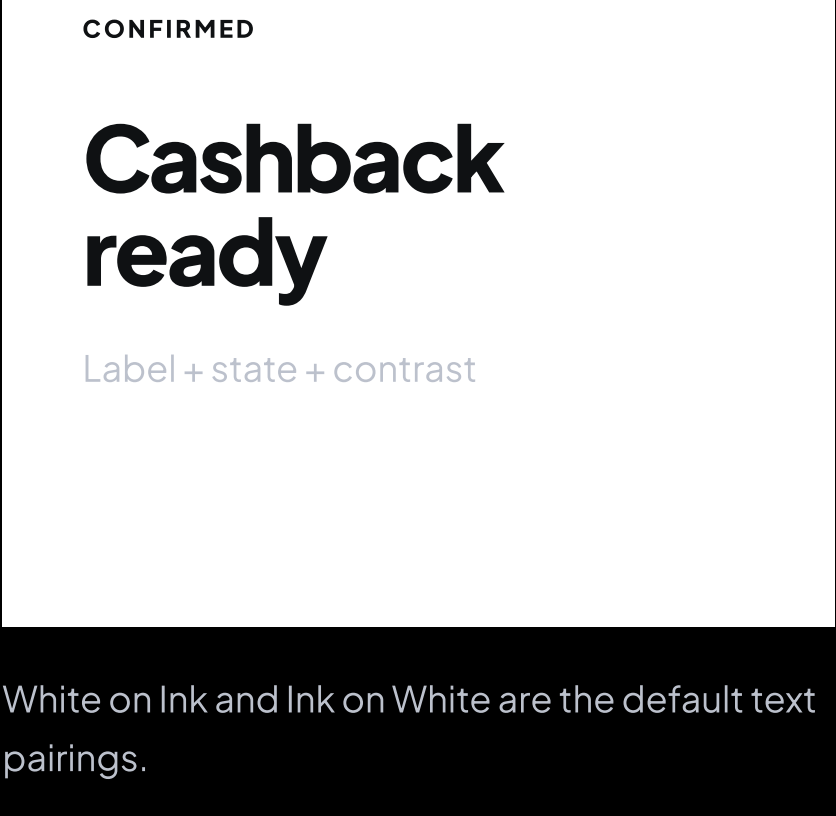
03



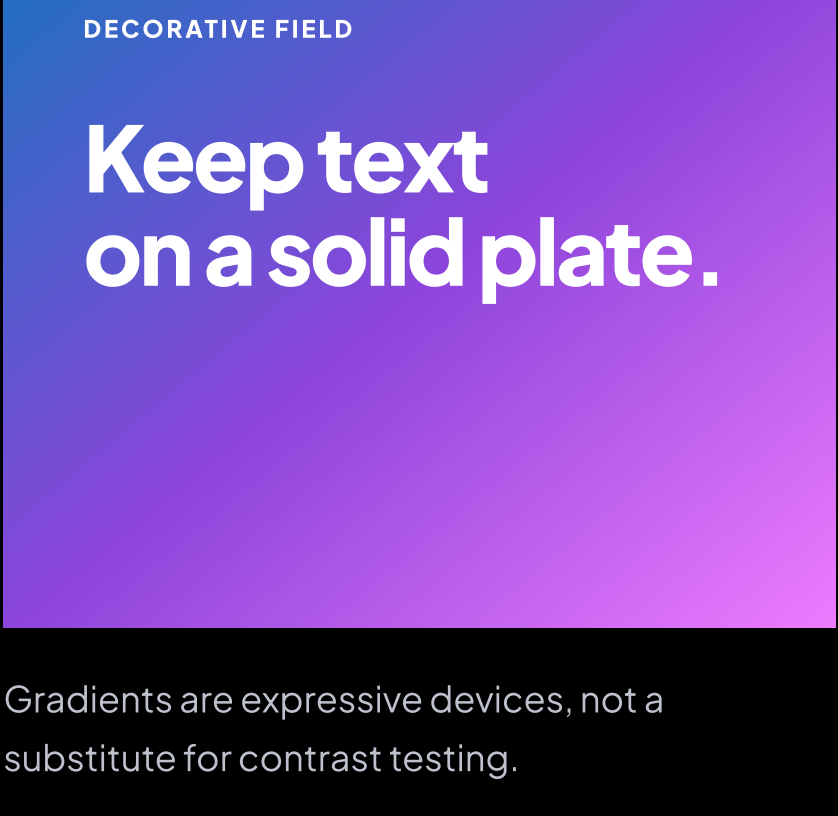
USAGE & ACCESSIBILITY

COLOR SUPPORTS MEANING

## Never make color carry the message alone.



White on Ink and Ink on White are the default text pairings.



Gradients are expressive devices, not a substitute for contrast testing.

COINFILATE BRAND GUIDELINES · COLOR

04