

# Brand Palette Overview

## Primary & supporting colors Immediate brand impression

Primary  
#105E78

Secondary 1  
#4B4BFF

Secondary 2  
#7B3CFF

Accent  
#FF7A45

Text#111111

Border#E0E0E0

Muted#757575

Card#F7F7F7

Page#FFFFFF

60 / 30 / 10 rule

### Hex Summary

60% neutrals • 30% primary secondary • 10% accent

Primary: #105E78

Secondary 1: #4B4BFF

Secondary 2: #7B3CFF

Accent: #FF7A45

Neutral base: #111111

Neutral border: #E0E0E0

Neutral muted: #757575

Neutral card: #F7F7F7

Neutral page: #FFFFFF

## UI Mockups with Palette

**UI context mock** How pages, buttons, and badges will feel



Primary CTA vs. Secondary

**Primary action**

Secondary action

Accent badge

The mock uses your primary, secondary, accent, and neutral colors to preview headers, sidebars, cards, buttons, and badges.