

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.