Invotra primary colours

Screen HEX #4BB88B
R75 G184 B139
Link and highlights

Screen HEX #44A67D
R68 G166 B125
Text links only

Screen HEX #333333
R51 G51 B51
Titles, headers & paragraphs

Screen HEX #FFFFFF
R255 G255 B255

The Invotra colour palette has been created to reflect the personality of the brand. A combination of aqua green, white and black are used to convey an openess and focussed simplicty. Black is also used for type elements such as titles, headers and body copy.

Invotra secondary colours
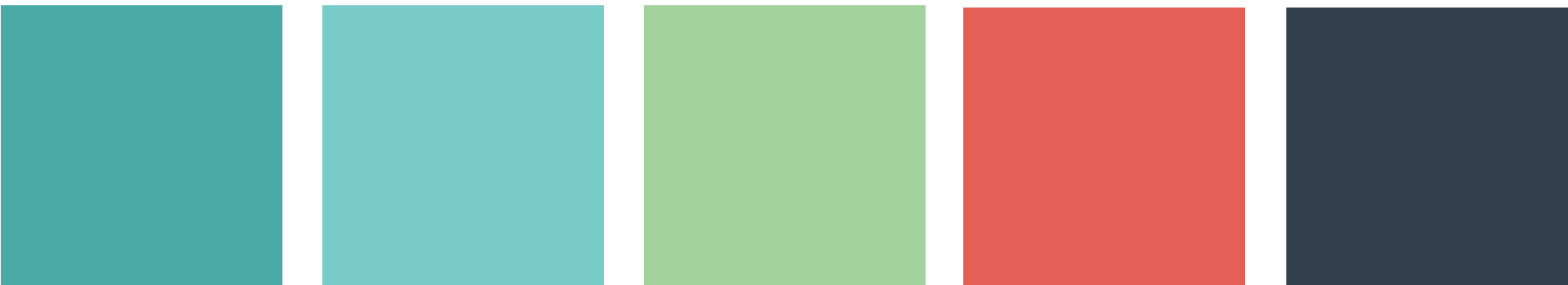
Screen HEX #4AAAA5
R74 G170 B165

Screen HEX #7ACCC8
R122 G204 B200

Screen HEX #A3D39C
R163 G211 B156

Screen HEX #E45F56
R228 G95 B86

Screen HEX #35404F
R53 G64 B79

These are the supporting colour palette for Invotra.

Invotra neutral colours

Screen HEX #F0EEE8
R240 G238 B232

Screen HEX #E9E6E1
R233 G230 B225

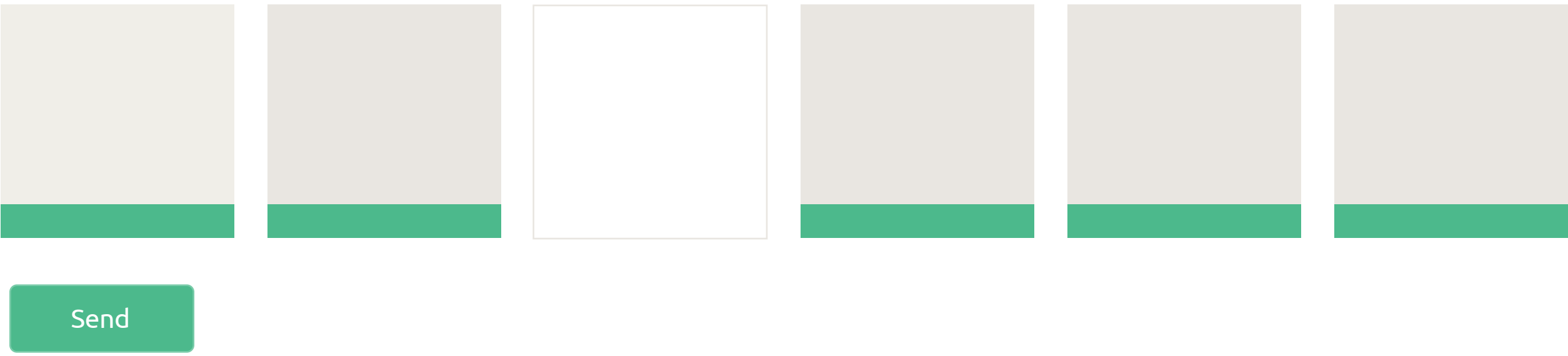Screen HEX #818181
R129 G129 B129

Screen HEX #5E5E5E
R94 G94 B94

Light to dark grey range can be used for backgrounds, table elements, containers and navigational components.

Invotra colour tints

100%

80%

60%

40%

20%

Colour use and emphasis

Send

The Invotra primary colour green should be used to highlight navigation elements, image borders and active buttons.
The Invotra seconday colour palette can be used to add colour to charts/graph elements, pictograms, diagrams, infographics and components where appropriate. Secondary colour palette can used to assign colour schemes to sections of the site.
These colours should be used subtely and never by used as large background fills on pages or for components. Page layouts should always feel, light clean and uncluttered. The ratio of white/light space to colour should ideally be 7:1 on a page layout.