Palette_Dark - "PS3"

Base Colors

#000000 "Pure Black"
Primary background, product/garment colour

#0A0A0A "Dark Accent"
Background textures and accents

#141414 "Faded Black"
Sections, text areas, secondary buttons

#E6E6E6 "Faded White"
Text, graphics, icons, logotypes and emblems

CTA colors

#E6E6E6 "Faded White"
CTAs, primary buttons

#000000 "Pure Black"
CTA text, primary button text

Extended Colors

#EF4B46	#F5863D	#F4E854	#0ED6A2	#63A7E8	#BE63E3	#EA78C8
Red	Orange	Yellow	Green	Blue	Purple	Pink

Palette_Gray - "PS1"

Base Colors

#878787 "PS1 Gray"
Primary background, product/garment colour

#7D7D7D "Gray Accent"
Background textures and accents

#141414 "Faded Black"
Sections, text areas, secondary buttons

#E6E6E6 "Faded White"
Text, graphics, icons, logotypes and emblems

CTA colors

#E6E6E6 "Faded White"
CTAs, primary buttons

#000000 "Pure Black"
CTA text, primary button text

Extended Colors

#EF4B46
Red

#F5863D
Orange

#F4E854
Yellow

#0ED6A2
Green

#63A7E8
Blue

#BE63E3
Purple

#EA78C8
Pink

Palette_Light - "PS5"

Base Colors

#ADADAD "Light Gray"
Primary background, product/garment colour

#BBBBBB "Light Accent"
Background textures and accents

#E6E6E6 "Faded White"
Sections, text areas, secondary buttons

#000000 "Pure Black"
Text, graphics, icons, logotypes and emblems

CTA colors

#141414 "Faded Black"
CTAs, primary buttons

#E6E6E6 "Faded White"
CTA text, primary button text

Extended Colors

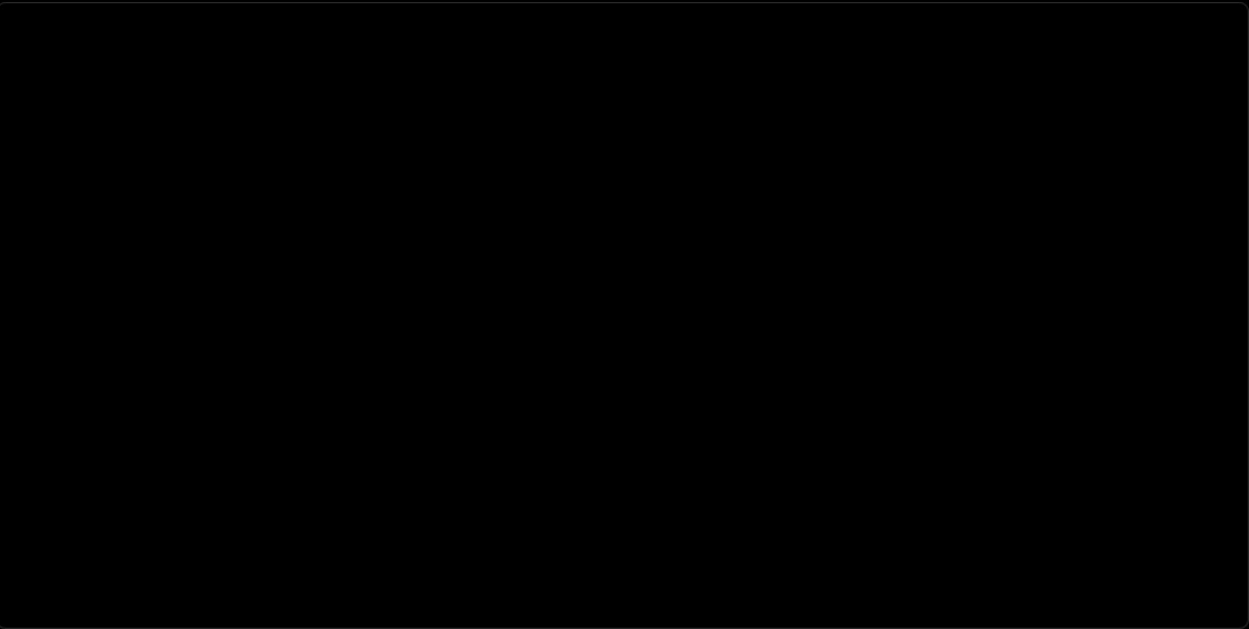| #E03631 Red | #EA642D Orange | #D3C439 Yellow | #0FBD7D Green | #4784D8 Blue | #A046D2 Purple | #D956AD Pink |

Background Primary
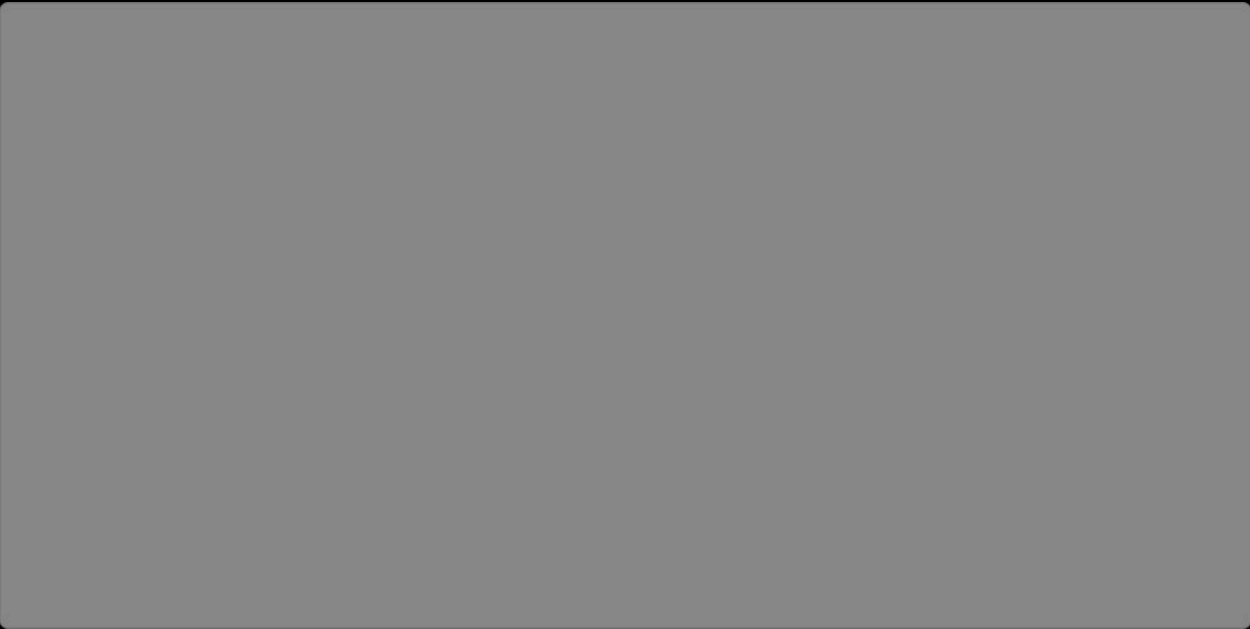
Design_purpose
Creates the starting point for any visual aspect.
Establishes the tone and mood and hierarchy of the specific color palette.
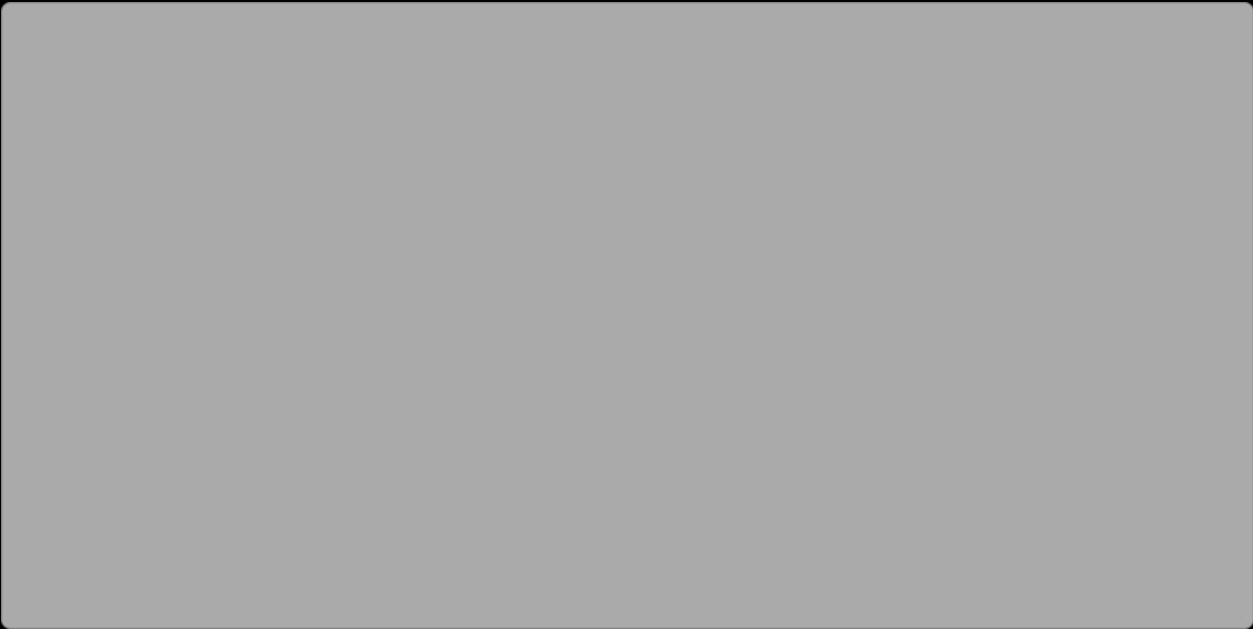
Palette_Dark - "PS3"

Palette_Gray - "PS1"

Palette_Light - "PS5"

"Pure Black"
#000000

"PS1 Gray"
#878787

"Light Gray"
#ADADAD

Useful_tip - "Text Color"
With the exception of branding elements, text should always be avoided on these colors for maintaining maximum visual contrast and WCAG legibility standards. See the following page for further information.

This may not always be an option, and in these circumstances the text color should follow the colors used in the color boxes shown above. Text should ALWAYS be Pure black (#000000) or Faded White (#E6E6E6).
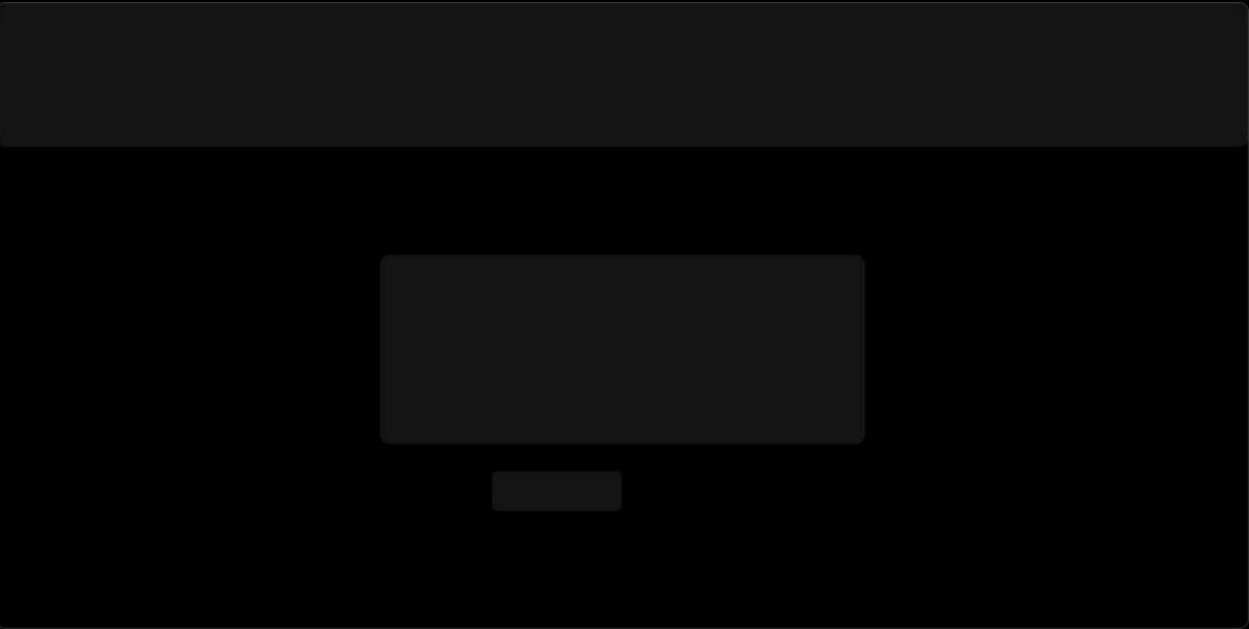
Background Secondary

Use_cases
Used for sections, text backgrounds, and secondary buttons; additional buttons, cancel buttons, buttons that are not primary buttons (see next page).

Design_purpose
Helps to break apart a singular blocks of colour for visual interest and texture.
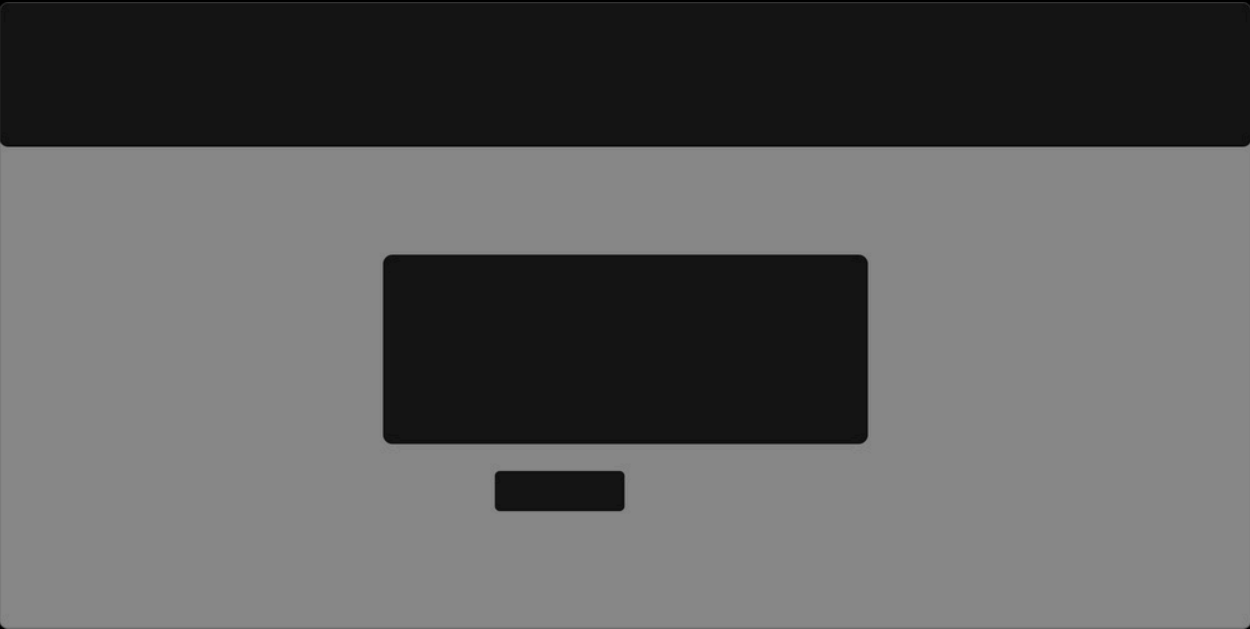Separates and denotes elements.

Palette_Dark - "PS3"

Palette_Gray - "PS1"

Palette_Light - "PS5"

"Faded Black"
#141414

"Faded Black"
#141414

"Faded White"
#E6E6E6

● **Useful_tip - "Text Backgrounds"**
With the exception of primary buttons, CTA's, and specific branding assets; text should ideally be on top of **this** colour, for maximum legibility within Palette_gray, and ease of implementation throughout.

Text on a gray background is much harder to create a necessary contrast due to its midpoint in brightness, so by using a dark background for text elements within the gray palette we can rectify this issue.

Primary Buttons and Call To Action

Use_cases
Used for primary buttons and CTA's or areas you want users to engage in; confirmations, submissions, 'view product' etc.

Design_purpose
Has a stronger visual weight, and therefore higher in the visual hierarchy, denoting an area of importance.
Stands out from other design elements using contrast, entices user to engage.

Palette_Dark - "PS3"
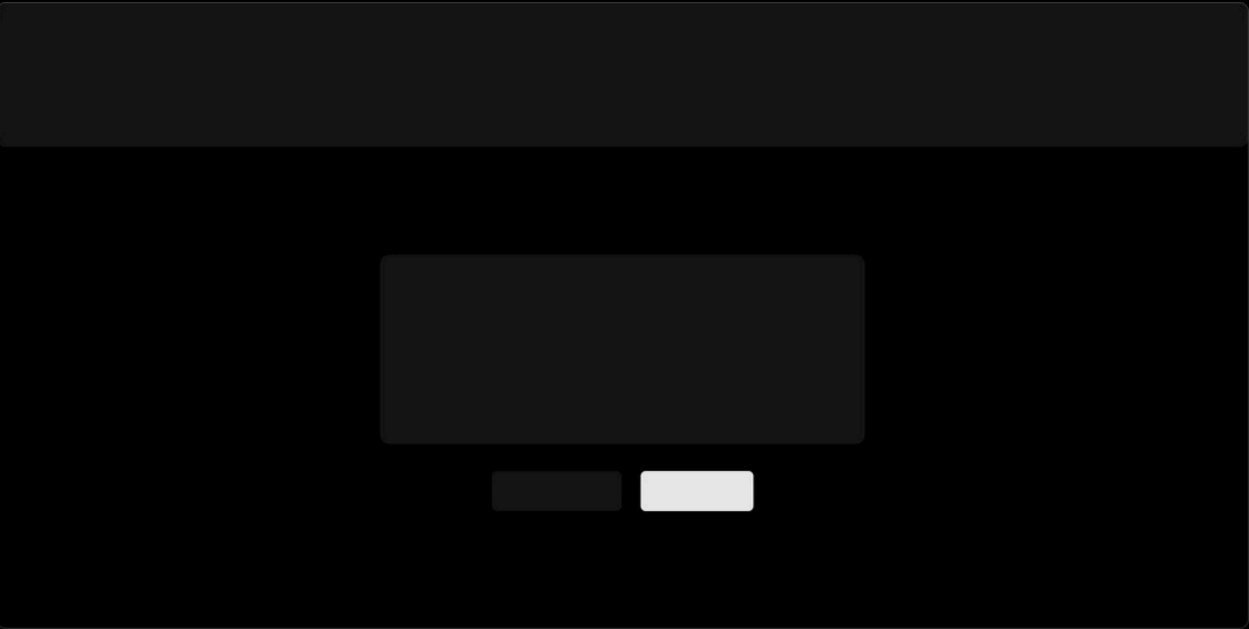
"Pure White"
#E6E6E6

Palette_Gray - "PS1"
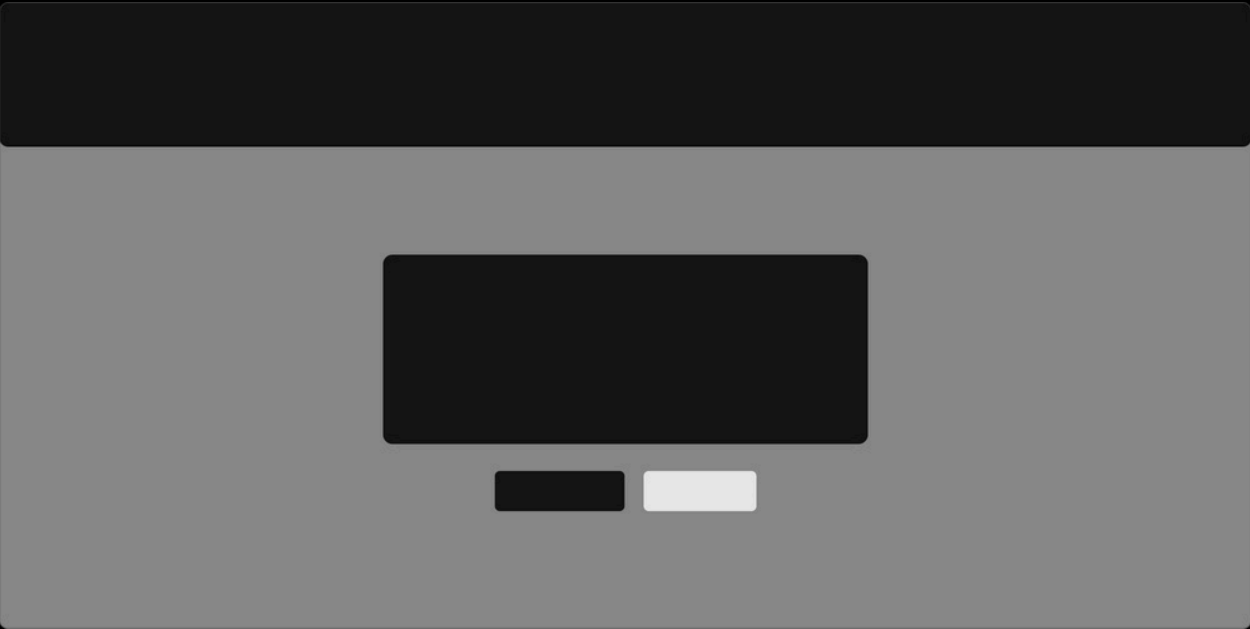
"Pure White"
#E6E6E6

Palette_Light - "PS5"

"Faded Black"
#141414

● **Useful_tip - "Text Color"**
Text present on these elements should always follow the colors used in the color boxes shown above, further distinguishing these from other elements. Text should ALWAYS be Pure black (#000000) or Faded White (#E6E6E6).

Background Textures and Accents

Use_cases
background shapes, emblems, subdued branding elements.

Design_purpose
More decorative than functional, helps break up large and empty areas of colour.
Creates visual interest, and creates a more stylised and personalised branding system.

Palette_Dark - "PS3"

Palette_Gray - "PS1"

Palette_Light - "PS5"

"Dark Accent"
#0A0A0A

"Gray Accent"
#7D7D7D

"Light Accent"
#BBBBBB

● **Useful_tip - "Decorative only"**
This is designed to be low contrast, and may be missed by those with visual impairments, or in unideal lighting conditions.
This colour should never be used for any form of text, information, or any other important elements.
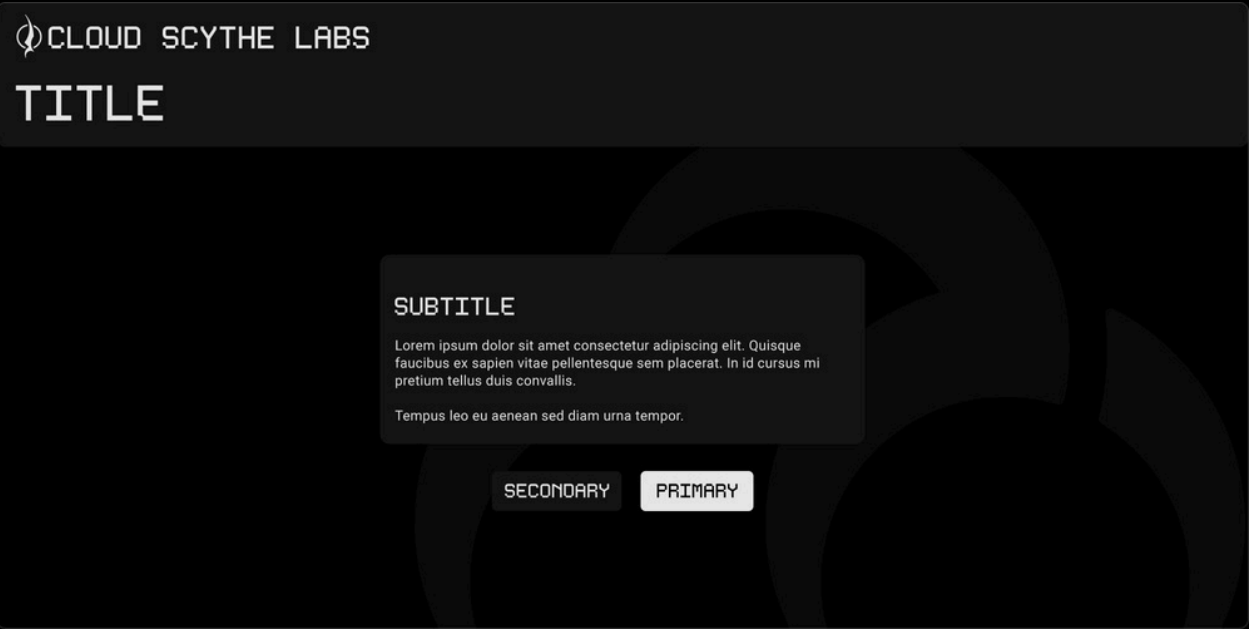
Text, Emblems, and Icons

Use_cases
Any written or graphical elements such as symbols, icons, and graphics; as well as logotypes and branding elements such as emblems.

Design_purpose
Communication of information.
Legibility and color contrast must take priority.

Palette_Dark - "PS3"

CLOUD SCYTHE LABS
TITLE

SUBTITLE
Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae pellentesque sem placerat. In id cursus mi pretium tellus duis convallis.

Tempus leo eu aenean sed diam urna tempor.

SECONDARY   PRIMARY

"Faded White"
#E6E6E6

"Pure Black" (For CTAs and Primary Buttons)
#000000

Palette_Gray - "PS1"

CLOUD SCYTHE LABS
TITLE

SUBTITLE
Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae pellentesque sem placerat. In id cursus mi pretium tellus duis convallis.

Tempus leo eu aenean sed diam urna tempor.

SECONDARY   PRIMARY

"Faded White"
#E6E6E6

"Pure Black" (For CTAs and Primary Buttons)
#000000

Palette_Light - "PS5"

CLOUD SCYTHE LABS
TITLE

SUBTITLE
Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae pellentesque sem placerat. In id cursus mi pretium tellus duis convallis.

Tempus leo eu aenean sed diam urna tempor.

SECONDARY   PRIMARY
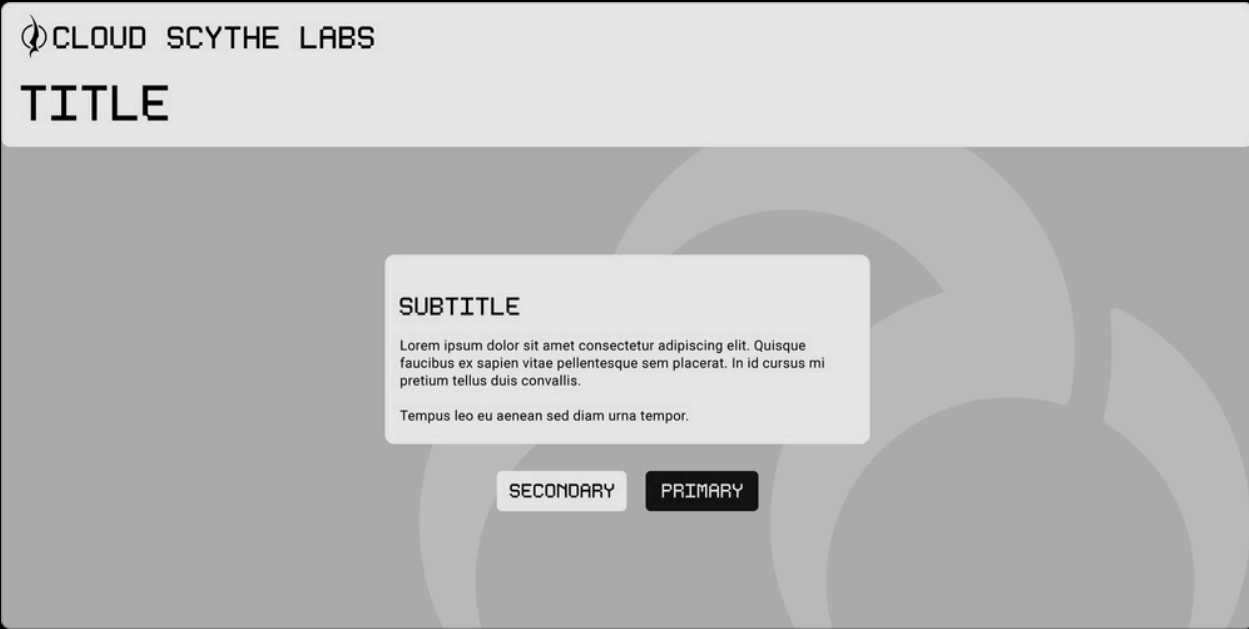
"Pure Black"
#000000

"Faded White" (For CTAs and Primary Buttons)
#E6E6E6

● **Useful_tip -**
To maintain text is as legible as possible, text and similar elements should ALWAYS be Pure black (#000000) or Faded White (#E6E6E6).

Additional Colors

Use_cases
Expressing statuses and other useful information. In certain circumstances color can be used for CTA's.
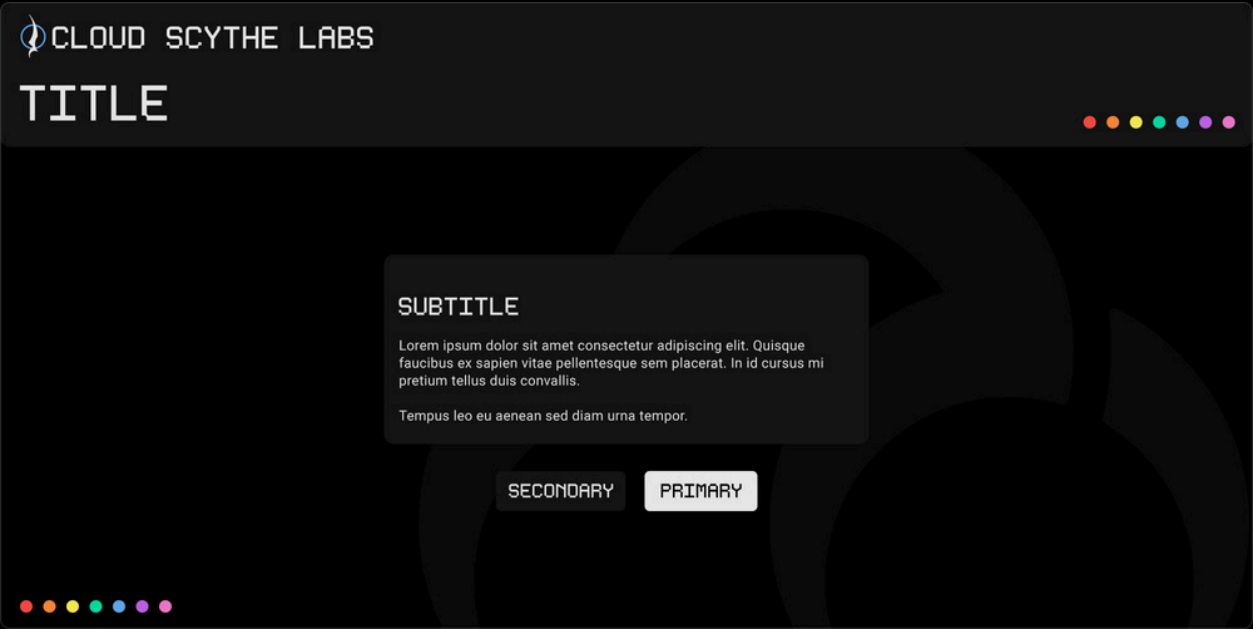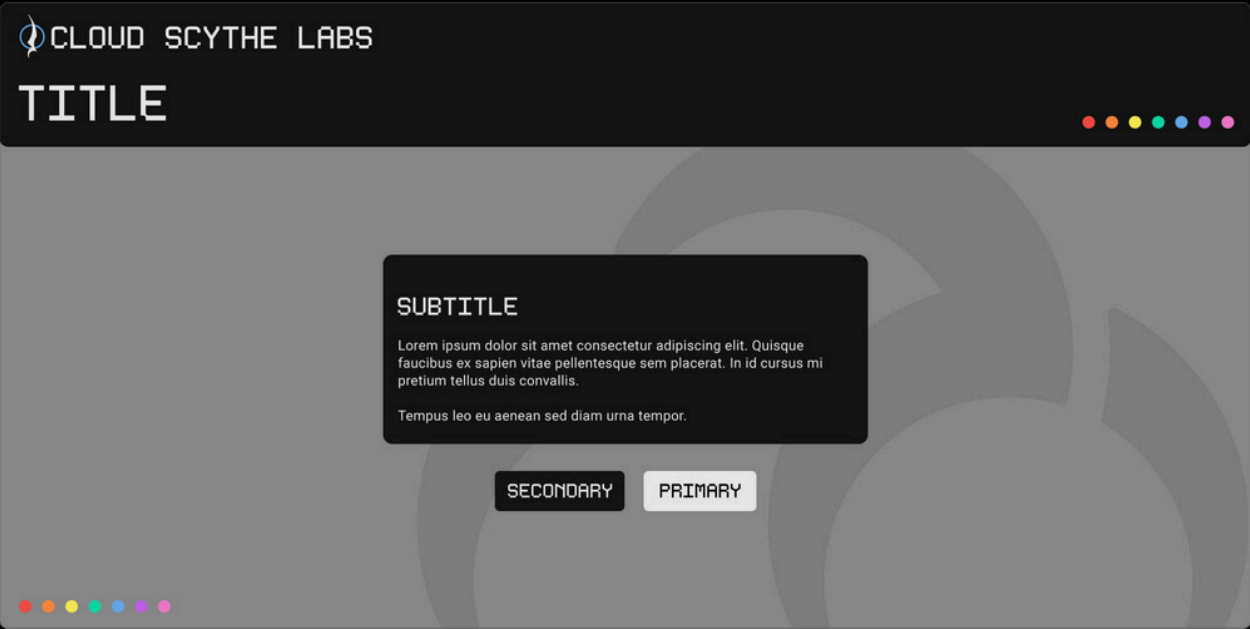
Design_purpose
Communication of information and meaning, we must follow color traditions to meet user expectations, see next page for more.
Use of tone, priority, errors, successes; additional personality in branding elements.

Palette_Dark - "PS3"

CLOUD SCYTHE LABS
TITLE
SUBTITLE
Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae pellentesque sem placerat. In id cursus mi pretium tellus duis convallis.
Tempus leo eu aenean sed diam urna tempor.
SECONDARY PRIMARY

Colours (Dark Context)
Less saturated and lighter for improved contrast

Red	Orange	Yellow	Green	Blue	Purple	Pink
EF4B46	F5863D	F4E854	0ED6A2	63A7E8	BE63E3	EA78C8

Palette_Gray - "PS1"

CLOUD SCYTHE LABS
TITLE
SUBTITLE
Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae pellentesque sem placerat. In id cursus mi pretium tellus duis convallis.
Tempus leo eu aenean sed diam urna tempor.
SECONDARY PRIMARY

Colours (Dark Context)
Less saturated and lighter for improved contrast

Red	Orange	Yellow	Green	Blue	Purple	Pink
EF4B46	F5863D	F4E854	0ED6A2	63A7E8	BE63E3	EA78C8

Palette_Light - "PS5"

CLOUD SCYTHE LABS
TITLE
SUBTITLE
Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae pellentesque sem placerat. In id cursus mi pretium tellus duis convallis.
Tempus leo eu aenean sed diam urna tempor.
SECONDARY PRIMARY

Colours (Light Context)
More saturated and darker for improved contrast

Red	Orange	Yellow	Green	Blue	Purple	Pink
E03631	EA642D	D3C439	0FBD7D	4784D8	A046D2	D956AD

● **Useful_tip - "Color Contrast"**
Where possible, colours for information and not decoration should be positioned above a 'secondary background' for maximum legibility, treated in the same way text is.

● **Useful_tip - "Text on Colors"**
Text should be avoided on top of colors, but if it is necessary, they should always be Pure Black (#000000).

Color Logic

Use_cases
It is important for colors to follow traditions and expectations to make communication of events and outcomes easier for people to understand.
For those with color-blindness, each color has been labelled and named to make this easier to follow.

Green - Dark Context #0ED6A2
Green - Light Context #0FBD7D

GREEN - Positive - Success
Completions, submissions, completed uploads, correct passwords, discounts, etc.

Blue - Dark Context #63A7E8
Blue - Light Context #4784D8

BLUE - Neutral - Passive
Active connection, working as usual / calm and passive states, etc.

Yellow - Dark Context #F4E854
Yellow - Light Context #D3C439

YELLOW - Caution - Low Priority
Cautionary issues, slow connection, uploads paused, etc.

Orange - Dark Context #F5863D
Orange - Light Context #EA642D

ORANGE - Warning - High Priority
Smaller issues and warnings, resolvable issues eg. incorrect passwords, etc.

Red - Dark Context #EF4B46
Red - Light Context #E03631

RED - Error - Very High Priority
Critical issues, failures, unresolvable errors, destructive actions (deletions), etc.

Purple - Dark Context #BE63E3
Purple - Light Context #A046D2

PURPLE - Undefined, in-progress?
Purples have less association with progression status, so these could be applied to other actions.

Pink - Dark Context #EA78C8
Pink - Light Context #D956AD

PINK - Undefined, more expressive, notifications?
Pinks have less association with progression status, so these could be applied to other actions.