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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
Red

#F5863D
Orange

#F4E854
Yellow

#0ED6A2
Green

#63A7E8
Blue

#BE63E3
Purple

#EA78C8
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

Use_cases

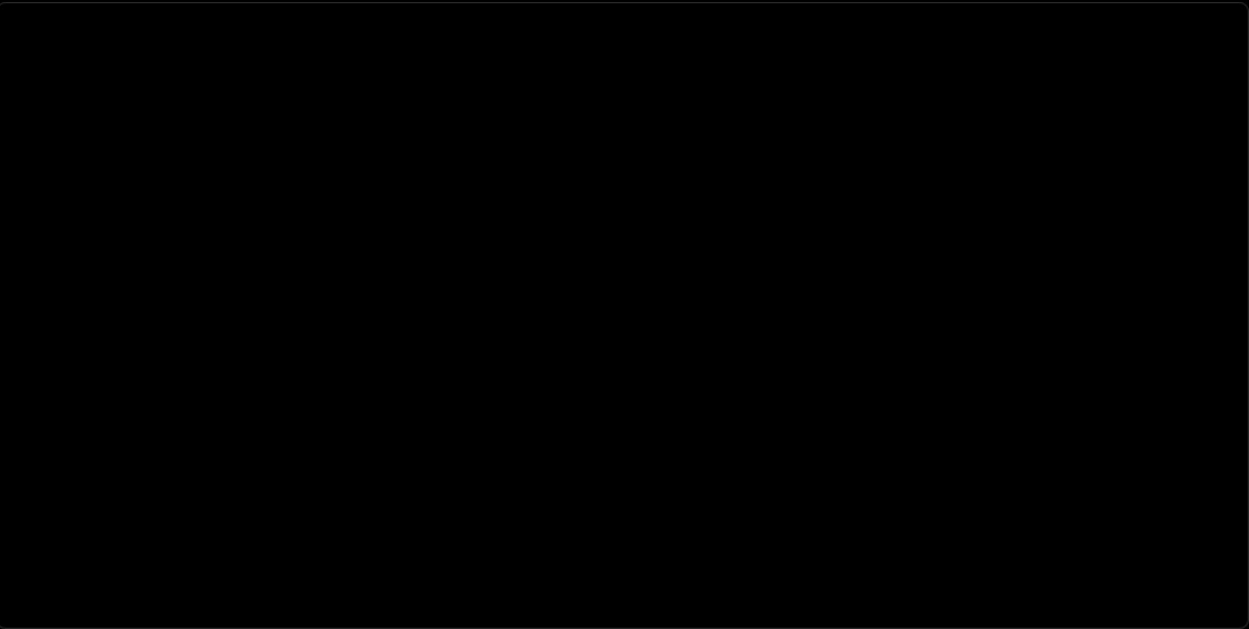
Used for backgrounds, backdrops, canvases, garment and product colours etc.

Design_purpose

Creates the starting point for any visual aspect.

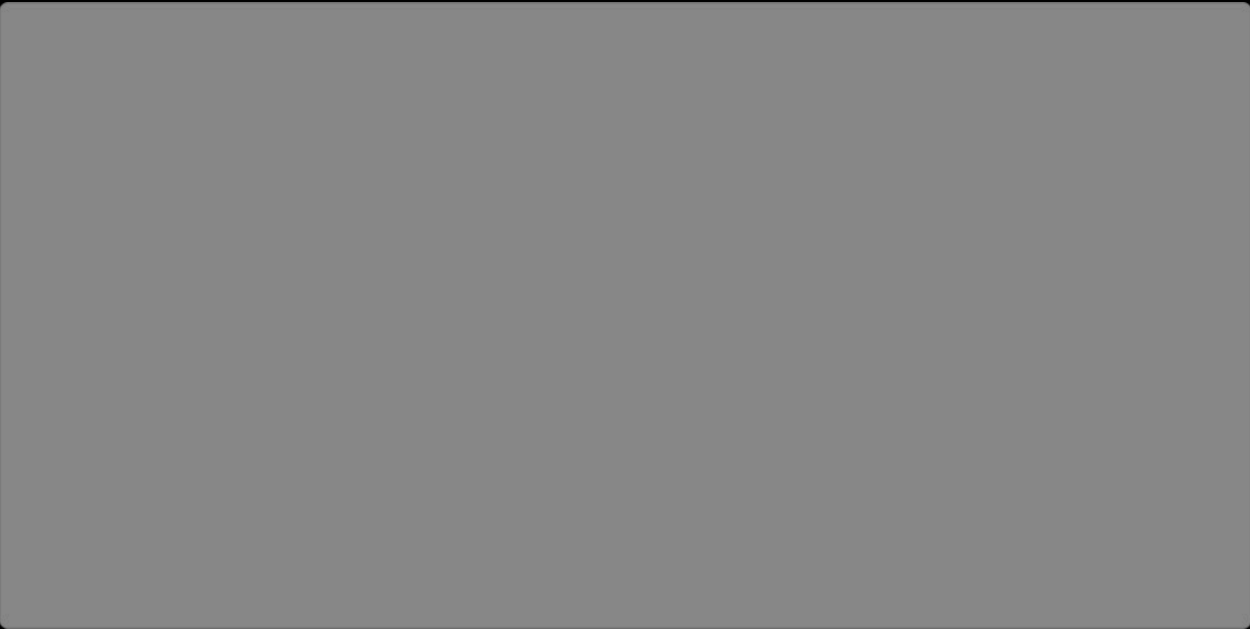
Establishes the tone and mood and hierarchy of the specific color palette.

Palette_Dark - "PS3"



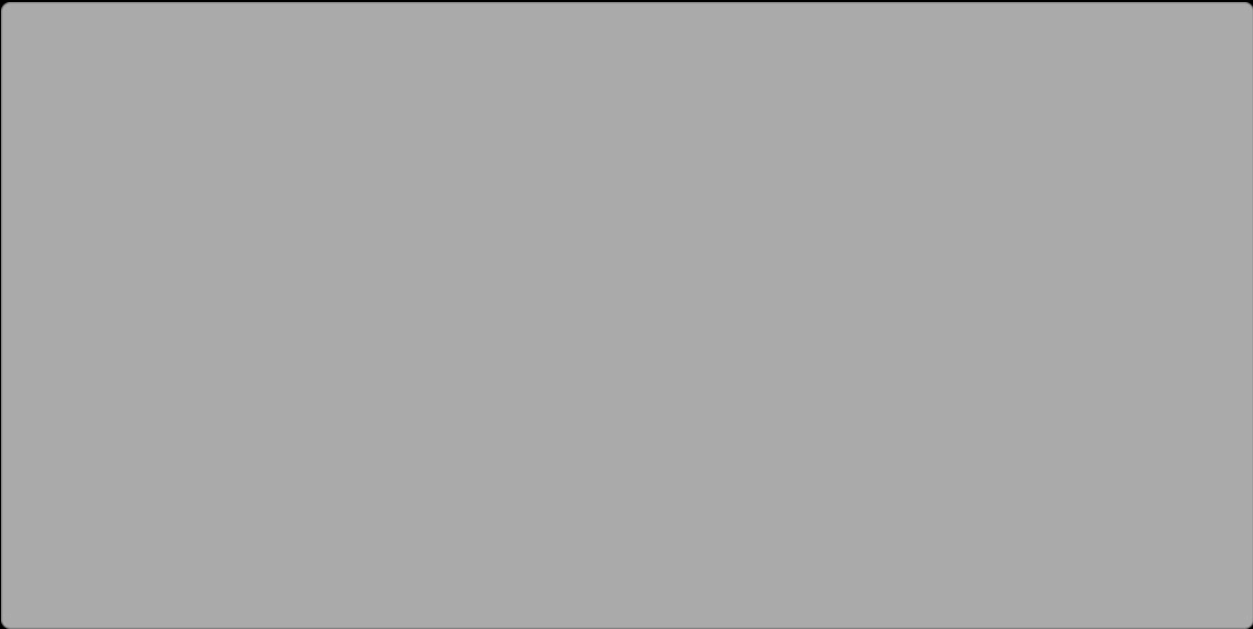
"Pure Black"
#000000

Palette_Gray - "PS1"



"PS1 Gray"
#878787

Palette_Light - "PS5"



"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

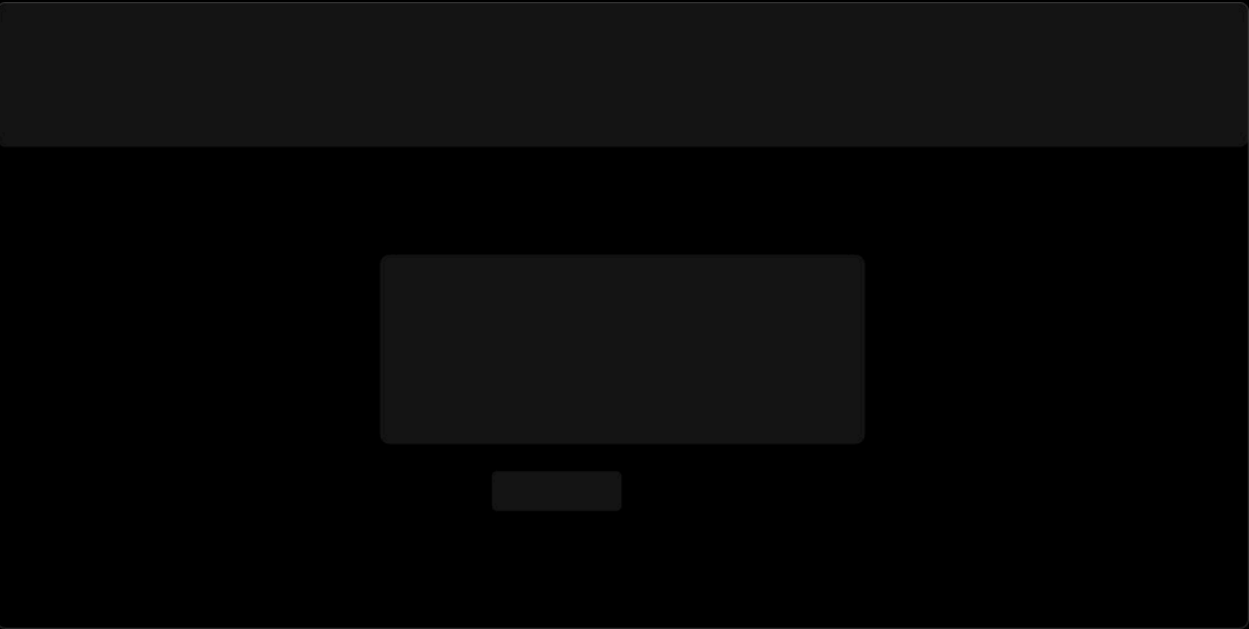
Use_cases

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.

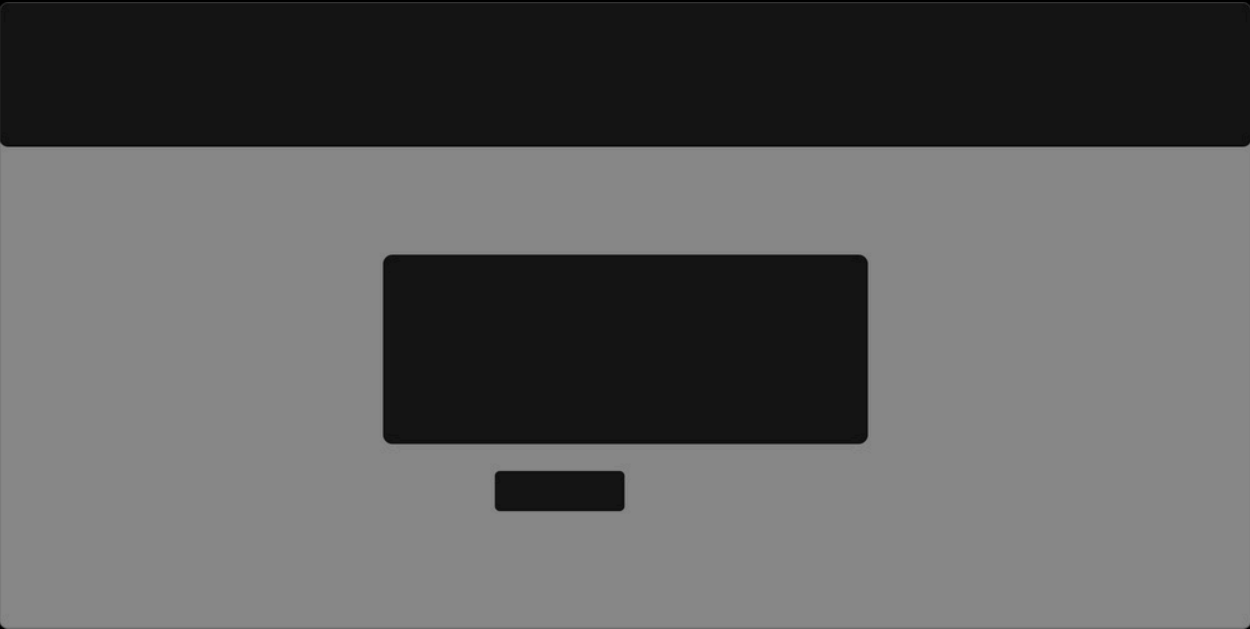
Palette_Dark - "PS3"



"Faded Black"

#141414

Palette_Gray - "PS1"



"Faded Black"

#141414

Palette_Light - "PS5"



"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.

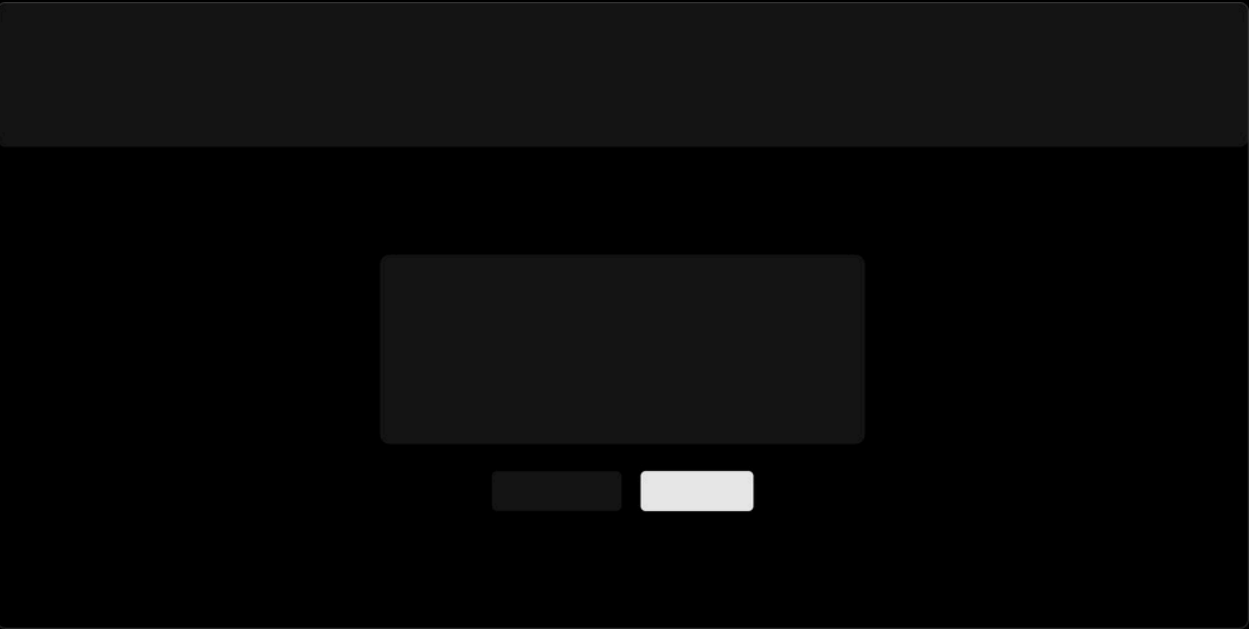
Text on a gray background is much harder to create a necessary contrast due to its midpoint in brightness, so by using a dark background for text elements within the gray palette we can rectify this issue.

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"



"Dark Accent"
#0A0A0A

Palette_Gray - "PS1"



"Gray Accent"
#7D7D7D

Palette_Light - "PS5"



"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

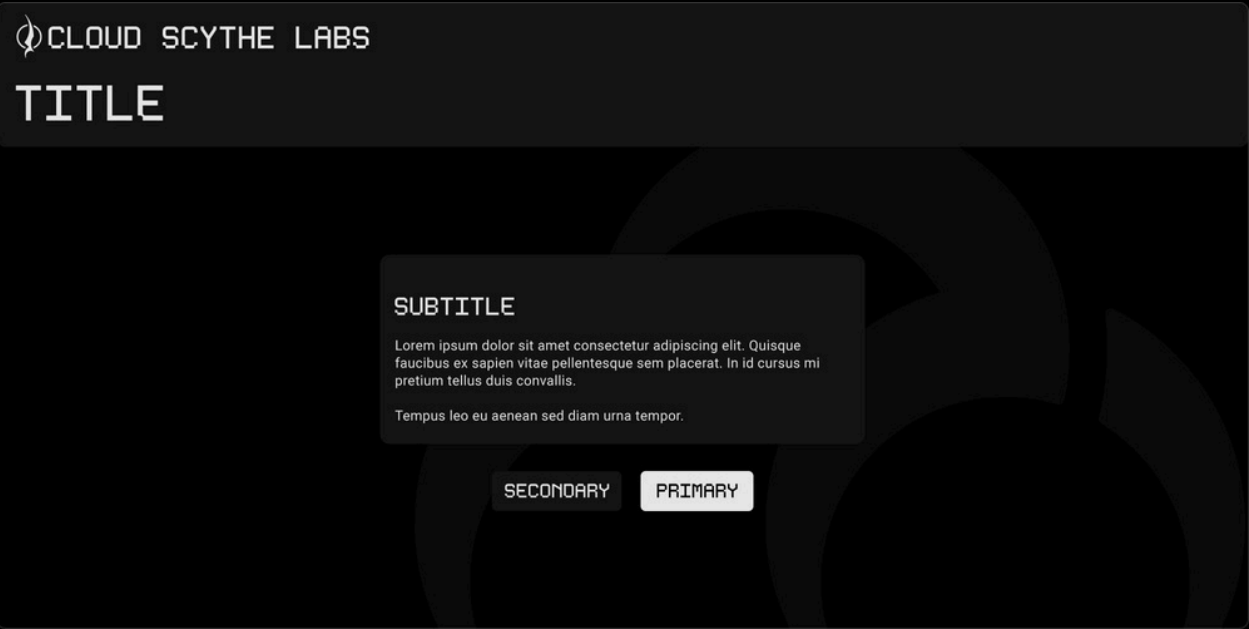
Use_cases

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.

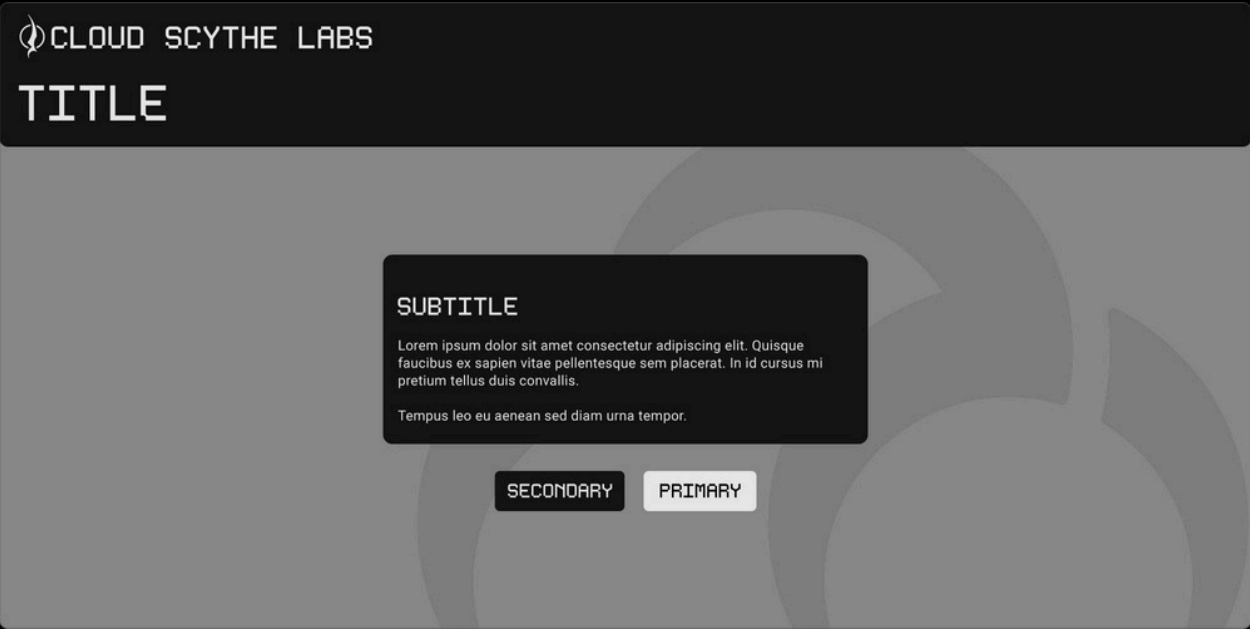
Palette_Dark - “PS3”



“Faded White”
#E6E6E6

“Pure Black” (For CTAs and Primary Buttons)
#000000

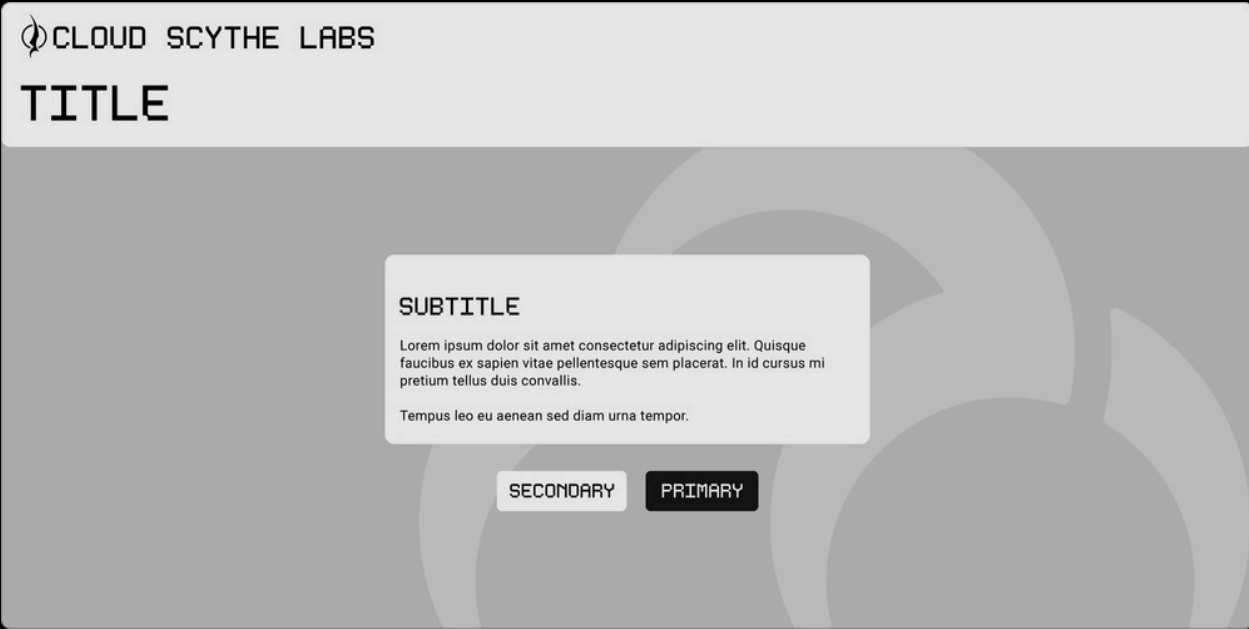
Palette_Gray - “PS1”



“Faded White”
#E6E6E6

“Pure Black” (For CTAs and Primary Buttons)
#000000

Palette_Light - “PS5”



“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

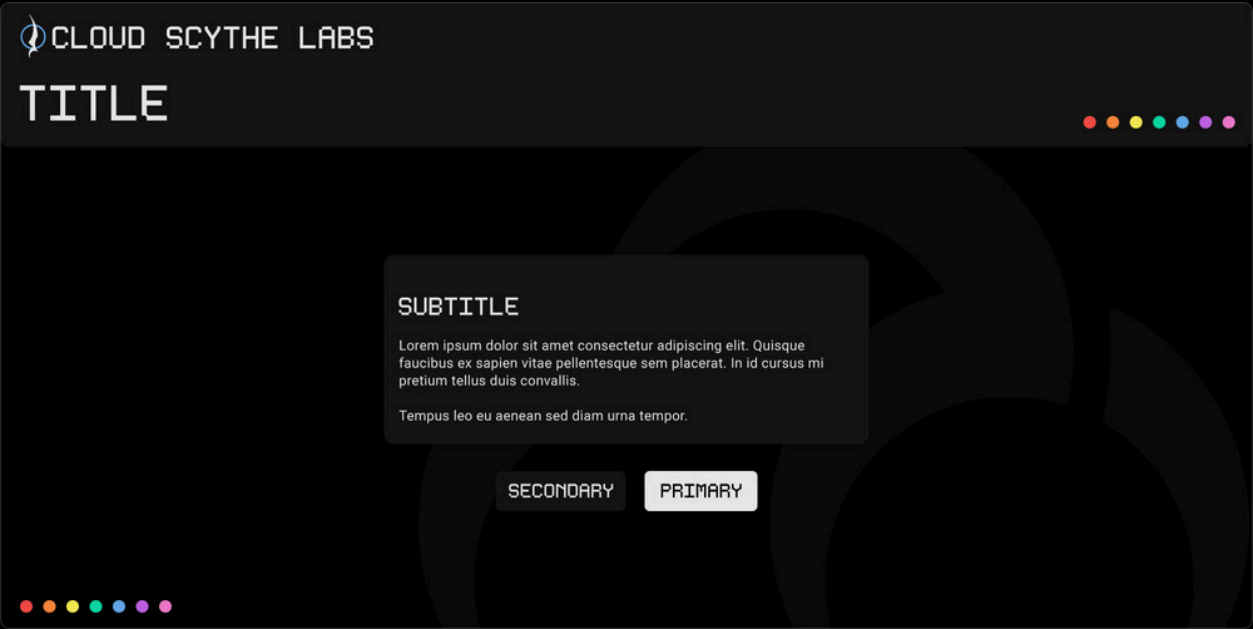
Use_cases

Expressing statuses and other useful information. In certain circumstances color can be used for CTA’s.

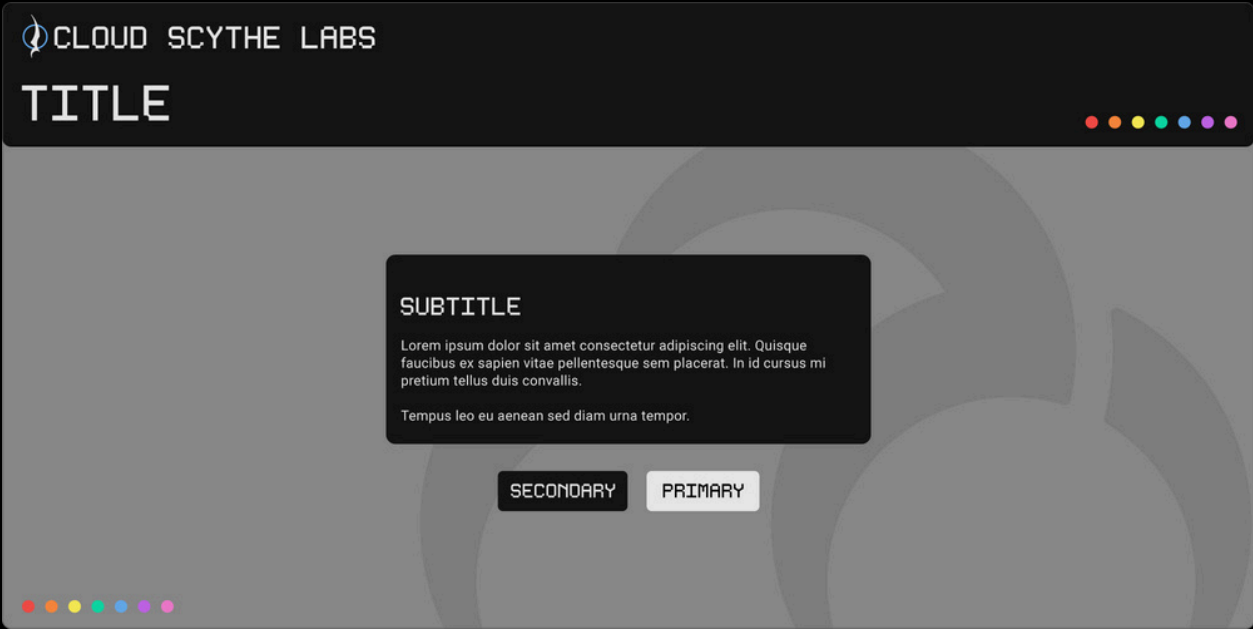
Design_purpose

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”



Palette_Gray - “PS1”



Palette_Light - “PS5”



Colours (Dark Context)

Less saturated and lighter for improved contrast

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

Colours (Dark Context)

Less saturated and lighter for improved contrast

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

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 - Positive - Success Completions, submissions, completed uploads, correct passwords, discounts, etc. |
| Green - Light Context #0FBD7D | |
| Blue - Dark Context #63A7E8 | BLUE - Neutral - Passive Active connection, working as usual / calm and passive states, etc. |
| Blue - Light Context #4784D8 | |
| Yellow - Dark Context #F4E854 | YELLOW - Caution - Low Priority Cautionary issues, slow connection, uploads paused, etc. |
| Yellow - Light Context #D3C439 | |
| Orange - Dark Context #F5863D | ORANGE - Warning - High Priority Smaller issues and warnings, resolvable issues eg. incorrect passwords, etc. |
| Orange - Light Context #EA642D | |
| Red - Dark Context #EF4B46 | RED - Error - Very High Priority Critical issues, failures, unresolvable errors, destructive actions (deletions), etc. |
| Red - Light Context #E03631 | |
| Purple - Dark Context #BE63E3 | PURPLE - Undefined, in-progress? Purples have less association with progression status, so these could be applied to other actions. |
| Purple - Light Context #A046D2 | |
| Pink - Dark Context #EA78C8 | PINK - Undefined, more expressive, notifications? Pinks have less association with progression status, so these could be applied to other actions. |
| Pink - Light Context #D956AD | |