# Extended Colour Palette for Braden Group

To enhance the existing brand kit and provide a cohesive and professional look across various business documents, headers, footers, and accents, I’ve created a colour palette with specific descriptors for each use case. This will ensure consistency and maintain the professional tone of your brand.

1. Primary Colours

These colours will be used for main text, headers, and footers on business documents.

1. Braden Red
   * **Hex:** #ab233a
   * **RGB:** 171, 35, 58
   * **HSL:** 350, 66%, 40%
   * **Usage:** Main text, primary headers, important announcements.
2. Braden Dark Red
   * **Hex:** #811a2c
   * **RGB:** 129, 26, 44
   * **HSL:** 350, 66%, 30%
   * **Usage:** Secondary headers, footers, subheadings.
3. Braden Gold
   * **Hex:** #cbb26a
   * **RGB:** 203, 178, 106
   * **HSL:** 45, 48%, 61%
   * **Usage:** Highlighting key points, accents in headers and footers, call-to-action text.
4. Secondary Colours

These colours will be used for highlights, accents, and secondary elements in documents.

1. Braden Light Gold
   * **Hex:** #d8c690
   * **RGB:** 216, 198, 144
   * **HSL:** 45, 48%, 71%
   * **Usage:** Backgrounds for highlighted sections, borders, subtle accents.
2. Braden Bronze
   * **Hex:** #be9e44
   * **RGB:** 190, 158, 68
   * **HSL:** 45, 48%, 51%
   * **Usage:** Decorative elements, dividers, icons.
3. New Extended Colours

To expand the palette, the following colours are added for more variety and depth.

1. Braden Navy
   * **Hex:** #2c3e50
   * **RGB:** 44, 62, 80
   * **HSL:** 210, 45%, 24%
   * **Usage:** Primary text for business documents, headers, footers, providing a strong and professional tone.
2. Braden Slate
   * **Hex:** #95a5a6
   * **RGB:** 149, 165, 166
   * **HSL:** 180, 7%, 62%
   * **Usage:** Secondary text, subheadings, backgrounds for highlighted sections.
3. Braden Sky
   * **Hex:** #3498db
   * **RGB:** 52, 152, 219
   * **HSL:** 204, 70%, 53%
   * **Usage:** Call-to-action buttons, links, highlights for important information.
4. Braden Forest
   * **Hex:** #27ae60
   * **RGB:** 39, 174, 96
   * **HSL:** 145, 63%, 42%
   * **Usage:** Accents, highlights, graphical elements.
5. Braden Lavender
   * **Hex:** #9b59b6
   * **RGB:** 155, 89, 182
   * **HSL:** 282, 39%, 53%
   * **Usage:** Subtle accents, highlight sections, decorative elements.

# Usage Guidelines

* **Primary Text:** Use **Braden Navy** (#2c3e50) for all primary text in business documents to maintain readability and professionalism.
* **Headers and Footers:** Utilize **Braden Red** (#ab233a) for headers and **Braden Dark Red** (#811a2c) for footers to create a cohesive look.
* **Subheadings:** Use **Braden Slate** (#95a5a6) or **Braden Dark Red** (#811a2c) for subheadings to provide contrast and emphasis.
* **Highlights and Accents:** Apply **Braden Gold** (#cbb26a), **Braden Light Gold** (#d8c690), **Braden Sky** (#3498db), **Braden Forest** (#27ae60), and **Braden Lavender** (#9b59b6) for highlighting key points, call-to-action text, links, and other accents.
* **Backgrounds:** Use lighter shades like **Braden Light Gold** (#d8c690) and **Braden Slate** (#95a5a6) for background colours in highlighted sections or notes.

By following these guidelines, the extended colour palette will help in creating visually appealing and professional documents, enhancing the overall brand identity of Braden Group.

"People. Employment. Progress." is strong, memorable, and effectively captures our core business focuses:

* "People" emphasizes your human-centric approach to both workers and clients
* "Employment" directly states your core business function
* "Progress" captures both individual career development and our innovative, forward-thinking approach to workforce solutions

The tagline effectively communicates that Braden is about helping people find employment while fostering progress - both for individuals through apprenticeships/traineeships and for businesses through your innovative platform and support services.

The three words flow well together and create a clear narrative: it starts with people, connects them to employment, and leads to progress. This aligns perfectly with your business model of supporting apprentices/trainees while providing innovative solutions for employers.

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| Braden Dark Red | #811a2c | 129, 26, 44 | 350, 66%, 30% | Secondary headers, footers, subheadings |
| Braden Gold | #cbb26a | 203, 178, 106 | 45, 48%, 61% | Highlighting key points, accents in headers and footers, call-to-action text |
| Braden Light Gold | #d8c690 | 216, 198, 144 | 45, 48%, 71% | Backgrounds for highlighted sections, borders, subtle accents |
| Braden Bronze | #be9e44 | 190, 158, 68 | 45, 48%, 51% | Decorative elements, dividers, icons |
| Braden Navy | #2c3e50 | 44, 62, 80 | 210, 45%, 24% | Primary text for business documents, headers, footers, providing a strong and professional tone |
| Braden Slate | #95a5a6 | 149, 165, 166 | 180, 7%, 62% | Secondary text, subheadings, backgrounds for highlighted sections |
| Braden Sky | #3498db | 52, 152, 219 | 204, 70%, 53% | Call-to-action buttons, links, highlights for important information |
| Braden Forest | #27ae60 | 39, 174, 96 | 145, 63%, 42% | Accents, highlights, graphical elements |
| Braden Lavender | #9b59b6 | 155, 89, 182 | 282, 39%, 53% | Subtle accents, highlight sections, decorative elements |