

Color Palette





Primary Colors

The Giveth colors represent diversity and optimism. Our color palette is broad to allow for the appropriate expression of our brand. This does not mean all colors should be used at once. In fact, such usage is not recommended. Use good design sense and consider the tone of the message in whatever communication you are creating.

Primary Color:
Indigo

HEX: #1B1657
HSL: 245, 60, 21
RGB: 27, 22, 87, 1

Primary Color:
Grape

HEX: #5326EC
HSL: 254, 84, 54
RGB: 83, 38, 236, 1

Primary Shade:
Blue Violet

HEX: #A258A7
HSL: 254, 81, 42
RGB: 60, 20, 196, 1

Primary Shade:
Lavender

HEX: #8668FC
HSL: 252, 96, 70
RGB: 134, 104, 252, 1

Secondary Colors

The secondary color palette is designed to provide creative flexibility. These colors are complementary to the primary blues and were chosen to add warmth and energy to our designs.

The secondary brand colors can be used throughout our brand’s website, social media, and packaging but should not consist of more than 50% of the overall design.



Neutral Shades

Generally, black is primarily used as a text and background color while white provides contrast and clear spacing. A grayscale shows a variety of different shades of gray.

<div>Neutral: Shark</div> <div>HEX: #1D1E1F HSL: 201, 3, 12 RGB: 29, 30, 31</div>	<div>Neutral: Botticelli</div> <div>HEX: #D7DDEA HSL: 221, 31, 88 RGB: 215, 221, 234, 1</div>	<div>Neutral: Athens Gray</div> <div>HEX: #EBECF2 HSL: 296, 31, 50 RGB: 162, 88, 167</div>	<div>Neutral: Bone</div> <div>HEX: #FFCE3D HSL: 231, 21, 94 RGB: 235, 236, 242, 1</div>	<div>Neutral: White</div> <div>HEX: #FFFFFF HSL: 0, 0, 100 RGB: 255, 255, 255, 1</div>
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