SEMPERVOX – Brand Colour Specification

This document defines the official colour palette for the Sempervox brand. These colours should be used consistently across the website, marketing materials, and digital assets.

Colour Name	Hex Code	Usage
Deep Navy (Primary)	#1E2A44	Headings, navigation, footer, primary text
Deep Signal Purple	#5A3F73	Gradients, decorative accents, connectors
Magenta Ink (Accent)	#8C3A6B	Highlights, CTAs, VOX emphasis
Slate Grey	#5E6B78	Body text, borders, secondary UI
Light Cool Grey	#F2F4F7	Backgrounds, section separation
Pure White	#FFFFFF	Primary background

Approved Gradient

Left to Right: #1E2A44 → #5A3F73 → #8C3A6B. Gradients should only be used for decorative elements such as the logo swoosh or subtle dividers.

Usage Notes

• Navy should be the dominant colour (~70%).
• Accent colours should be used sparingly.
• Avoid gradients in text or large UI areas.
• Maintain high contrast for accessibility.