ARDENT CODERS – BRAND STYLE GUIDE

This Brand Style Guide provides the official colours and usage system for Ardent Coders. It ensures consistency across the website, graphics, social media, and print materials.

1. Brand Colour Palette

Role	Hex Code	RGB
Primary – Ardent Orange	#F47A20	244, 122, 32
Primary – Coding Blue	#1A73E8	26, 115, 232
Primary – Soft Light	#E9ECEB	233, 236, 235
Secondary – Sky Blue	#AADEEB	170, 222, 235
Secondary – Soft Navy	#12355B	18, 53, 91
Secondary – Sunny Yellow	#F2C94C	242, 201, 76
Accent – Deep Neutral	#161B16	22, 27, 22
Accent – Cool Grey	#7A8280	122, 130, 128
Accent – Light Grey	#D9DDDC	217, 221, 220
Background – Off-White	#F8F9F9	248, 249, 249
Background – Neutral Card	#EEF1F0	238, 241, 240
Background – Soft Blue Tint	#D6F2F8	214, 242, 248

2. Colour Usage Guidelines

Primary Colours:
• Ardent Orange is used for call■to■action buttons and attention elements.
• Coding Blue is used for major sections, headers, and key highlights.
• Soft Light is best for clean backgrounds and spacing.

Secondary Colours:
Used for supportive sections, illustrations, secondary buttons, or soft backgrounds.

Accent Colours:
Used for text, icons, lines, and subtle emphasis. Deep Neutral should be the main text colour.

Background Colours:
Off■White, Neutral Card, and Soft Blue Tint are ideal for website blocks, cards, form sections, and informational areas.

This colour system ensures that Ardent Coders maintains a bright, youthful, and professional identity across all digital and print materials.