

Colors

Our color palette, filled with warm hues, evokes energy, optimism, friendliness, and warmth. Lead with our primary colors, and use our secondary colors to add more dimension.

Primary colors



Purle Core Pulse

HEX #7C3AED
RGB 124 58 237
CMYK 68% 77% 0% 0%



Workflow Glow

HEX #B18AF4
RGB 177 138 244
CMYK 68% 77% 0% 0%



Deep Stack

HEX #320B75
RGB 50 11 117
CMYK 93% 100% 15% 13%

Secondary colors



Sunburst Sync

HEX #E64700
RGB 230 71 0
CMYK 0% 92% 100% 0%



Dawn Deploy

HEX #FDB022
RGB 253 176 34
CMYK 0% 38% 100% 0%

Logo background examples

