



TESTIVE COLORS

**GROUNDING NAVY: #2C3E50**

Great for establishing a neutral dark background and for text on a white background.

**DO SOMETHING ORANGE: #F7931E**

Good for backgrounds of call-to-action buttons, hover states for clickable text, and information directly related to an action (e.g., pricing plan headers).

**HAPPY, INFORMATIVE BLUE: #29ABE2**

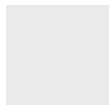
Nice for items related to content that is more informative than actionable (e.g., information about software, graphs and graph buttons, icons).

**CORRECT ANSWER GREEN: #7AC943**

Should be used sparingly for messages that confirm that an action was done right (e.g., "Congrats, your registration is complete!").

**OH SHIT, ALERT! RED: #C1272D**

Should also be used sparingly as a way to alert the user that an action was done incorrectly (e.g., "Hang on, you still need to create a password").

**NEUTRAL GREY: #EAEAEA**

A good alternative to a white background if needed. This is a more flexible color, which means it's okay to pick a different grey if this one doesn't work! Check out Maggie's favorite color picker: http://www.w3schools.com/colors/colors_picker.asp

GENERAL COLOR ADVICE:

- Content looks great when it's organized into rows and when rows with navy & white backgrounds alternate.
- White text looks slick on a navy background. On a white background, making the text color navy helps unify the overall page.
- Buttons, which should be used for super important call to actions, get a lot of attention when they're orange. Button text should be white.
- Clickable text should be reserved for less important call to actions. They should also be the same color as the other text in the paragraph. **How do you let your user know it's clickable?** Underline it and make it bold (if no other text in the paragraph is bold). Make the hover state orange and keep in mind that the hover state does not exist on phones.
- Icons pop when they're that happy informative blue and exist on navy backgrounds. Happy informative blue is also a nice color to emphasize part of a header.
- **Need a visual?** Visit <http://schools.testive.com/catholic-memorial> and <https://www.testive.com/partnerships/> to see Testive colors in action!