





Color Palette

AjNova Navy

#0A2342

AjNova Coral

#F25C45

Slate Blue

#1B3A57

Soft Gray

#E2E2E2

Light Gray

#F1F1F1

Warm White

#F8F8F6

Peach Tint

#F3D6CB

White

#FFFFFF

Primary Colors



AjNova Navy

#0A2342 Main brand color, used for text, header, footer, and logo.



AjNova Coral / Orange-Red

#F25C45 Accent color used in the logo, icons, and CTA button.

Warm White / Background

#F88FF6 Soft off-white used as the main page background.

Secondary Colors



Soft Gray

Section divider gray.



Light Gray

Light section background



Slate Blue

Darker shade seen in footer & logo shadows.



Muted Peach Tint

Decorative soft rounded shape accents.

TYPOGRAPHY

PRIMARY

Poppins

Sub-heading

SECONDARY

Inter

Paragraph text: Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

OPTIONAL

Montserrat