



ChainLynx Bikepacking App – Colour Palette

Pre-Release Technical Documentation — November 2025

1. Overview

The ChainLynx Bikepacking App color palette defines the visual identity of the brand. It is designed to evoke adventure, earthiness, and clarity — drawing inspiration from natural landscapes and the balance between technology and wilderness. The palette supports both light and dark themes for accessibility and comfort in all lighting conditions.

2. Core Brand Colors

Color Name	Hex Code	Description
ChainLynx Brown	#8B4513	Rich, earthy brown from the logo outline. Used for buttons, links, and
Off-Black	#000000	Used for text, icons, and strong contrast elements.
Pure White	#FFFFFF	Clean background or text color for contrast and clarity.

3. Light Theme Palette

Role	Color Name	Hex Code	Usage
Background	Sand	#FDF6E3	Main background, warm and paper-like.
Surface	White	#FFFFFF	Card backgrounds and elevated surfaces.
Primary Text	Dark Stone	#261F1A	Headings and main text for contrast.
Secondary Text	Medium Stone	#544A43	Subheadings, captions, and muted text.
Accent / Links	ChainLynx Brown	#8B4513	Buttons, links, and key interactive elements.
Hazard / Error	Hazard Red	#DC2626	Used for warnings and critical alerts.

4. Dark Theme Palette

Role	Color Name	Hex Code	Usage
Background	Dark Stone	#261F1A	Primary dark mode background.
Surface	Dark Stone (Subtle)	#3D352F	Card backgrounds for depth.
Primary Text	Light Stone	#F5F2F0	Readable text on dark surfaces.
Secondary Text	Medium Stone	#A39E9B	Muted text and labels.
Accent / Links	Light ChainLynx Brown	#D29B7A	Readable accent for links and highlights.
Accent (UI)	ChainLynx Brown	#8B4513	Non-text accent for icons or buttons.
Hazard / Error	Hazard Red	#DC2626	Critical warnings or alerts.

5. Accessibility and Contrast

The color system prioritizes accessibility and readability across all lighting conditions. Contrast ratios between text and background colors meet WCAG 2.1 AA standards. The Light

ChainLynx Brown (#D29B7A) ensures accessible contrast on dark backgrounds, while ChainLynx Brown (#8B4513) provides visual consistency in non-text UI elements.

6. Developer Implementation

Color Tokens:

In code, define color variables using semantic naming for scalability and theme switching.

Example (TypeScript / React Native):

```
const colors = {  
  backgroundLight: "#FDF6E3",  
  backgroundDark: "#261F1A",  
  textPrimary: "#261F1A",  
  textSecondary: "#544A43",  
  accent: "#8B4513",  
  error: "#DC2626"  
};
```

Usage Guidelines:

- Use semantic tokens instead of raw hex codes.
- Keep visual hierarchy consistent across components.
- Ensure sufficient padding between light and dark elements for legibility.
- Test in both light and dark themes on real devices.

7. Recommendation

The ChainLynx color palette reflects the brand's core values of exploration, balance, and clarity. By maintaining consistent usage across UI components and documentation, developers ensure a cohesive, professional user experience aligned with the app's identity.