



## **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 accents.
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.