

Updated Color System Guide

Overview

Your website's color palette has been updated to use a modern, tech-forward design system. All components now support the new color variables.

Color Palette

Primary - Deep Circuit Blue

- **Hex:** #0A2E50
- **Usage:** Navigation bars, primary buttons, hero text
- **Tailwind Classes:** text-primary-blue-* , bg-primary-blue-* , border-primary-blue-*
- **CSS Variable:** rgb(var(--primary-deep-circuit-blue))

Secondary - Bio-Digital Green

- **Hex:** #7BC043
- **Usage:** Secondary CTAs, success states, growth icons
- **Tailwind Classes:** text-secondary-green-* , bg-secondary-green-* , border-secondary-green-*
- **CSS Variable:** rgb(var(--secondary-bio-digital-green))

Tertiary - Data Stream Teal

- **Hex:** #0F96A0
- **Usage:** Accents, hover states, graphic overlays
- **Tailwind Classes:** text-tertiary-teal-* , bg-tertiary-teal-* , border-tertiary-teal-*
- **CSS Variable:** rgb(var(--tertiary-data-stream-teal))

Accent - Innovation Orange

- **Hex:** #E84427
- **Usage:** High-attention alerts, "Book a Demo" buttons
- **Tailwind Classes:** text-accent-orange-* , bg-accent-orange-* , border-accent-orange-*
- **CSS Variable:** rgb(var(--accent-innovation-orange))

Neutral - Slate Grey

- **Hex:** #4492B0
- **Usage:** Subheaders, descriptive text, borders
- **Tailwind Classes:** text-neutral-slate-* , bg-neutral-slate-* , border-neutral-slate-*
- **CSS Variable:** rgb(var(--neutral-dark-slate-grey))

Neutral - Stark White

- **Hex:** #FFFFFF
- **Usage:** Backgrounds, clean whitespace
- **Tailwind Classes:** Standard Tailwind white

How to Use in Components

Method 1: Tailwind Classes (Recommended)

```

// Buttons using primary color
<button className="bg-primary-blue-500 hover:bg-primary-blue-600 text-white px-6 py-2 rounded-lg">
  Primary Action
</button>

// Secondary action
<button className="bg-secondary-green-500 hover:bg-secondary-green-600 text-white px-6 py-2 rounded-lg">
  Success Action
</button>

// Text colors
<h1 className="text-primary-blue-500 text-4xl font-bold">Heading</h1>
<p className="text-neutral-slate-700 text-base">Descriptive text</p>

// Borders
<div className="border-2 border-tertiary-teal-500 rounded-lg p-4">
  Content with teal border
</div>

// Gradients (predefined)
<div className="bg-primary-gradient text-white p-8 rounded-lg">
  Gradient background
</div>

```

Method 2: CSS Variables

```

// Using in inline styles
<div style={{
  color: 'rgb(var(--primary-deep-circuit-blue))',
  backgroundColor: 'rgb(var(--accent-innovation-orange))'
}}>
  Custom styled content
</div>

// Using in custom CSS
export const MyComponent = styled.div` 
  color: rgb(var(--primary-deep-circuit-blue));
  border: 2px solid rgb(var(--tertiary-data-stream-teal));
`;

```

Method 3: Utility Classes from globals.css

```

// Available utility classes
<div className="text-primary">Primary color text</div>
<div className="text-secondary">Secondary color text</div>
<div className="text-tertiary">Tertiary color text</div>
<div className="text-accent">Accent color text</div>

```

```
<div className="bg-primary-gradient">Primary gradient</div>
<div className="bg-secondary-gradient">Secondary gradient</div>
<div className="bg-tertiary-gradient">Tertiary gradient</div>
<div className="bg-accent-gradient">Accent gradient</div>

<div className="border-primary border-2">Primary border</div>
<div className="border-secondary border-2">Secondary border</div>
<div className="border-tertiary border-2">Tertiary border</div>
<div className="border-accent border-2">Accent border</div>
```

Color Shade Variations

Each color has multiple shades (50, 100, 200, 300, ... 900) for flexibility:

```
// Primary Blue shades
text-primary-blue-50 // Lightest
text-primary-blue-100
text-primary-blue-200
text-primary-blue-500 // Main color
text-primary-blue-700
text-primary-blue-900 // Darkest

// Same for secondary, tertiary, accent, neutral
```

Updated Files

1. `globals.css`

- Added CSS variables for all brand colors
- Added gradient utility classes
- Added text/border color utilities

2. `tailwind.config.js`

- Extended Tailwind color palette with new colors
- All colors have 50-900 shade variants
- Maintained legacy colors for backward compatibility

3. All Components

- Ready to use new color system
- Tailwind classes automatically available

Migration Guide for Existing Code

Before (Old Colors)

```
<button className="bg-purple-600 hover:bg-purple-700">Click me</button>
```

```
<h2 className="text-indigo-500">Heading</h2>
```

After (New Colors)

```
<button className="bg-primary-blue-600 hover:bg-primary-blue-700">Click me</button>
<h2 className="text-primary-blue-500">Heading</h2>
```

Quick Replace Map

Old	New
purple-*	primary-blue-*
indigo-*	primary-blue-*
blue-*	primary-blue-* OR tertiary-teal-*
green-*	secondary-green-*
gray-* / slate-*	neutral-slate-*
Gold/Orange highlights	accent-orange-*

Recommended Color Combinations

For Buttons & CTAs

```
// Primary action (Dark)
<button className="bg-primary-blue-600 hover:bg-primary-blue-700 text-white">
  Primary
</button>

// Secondary action (Green)
<button className="bg-secondary-green-500 hover:bg-secondary-green-600 text-white">
  Secondary
</button>

// Alert/Important (Orange)
<button className="bg-accent-orange-600 hover:bg-accent-orange-700 text-white">
  Book a Demo
</button>
```

For Cards & Containers

```
// Light background card
<div className="bg-gray-50 dark:bg-neutral-slate-900 border border-neutral-slate-200
dark:border-neutral-slate-700">

// Colored accent card
```

```
<div className="bg-primary-blue-50 dark:bg-primary-blue-900/30 border border-primary-blue-200 dark:border-primary-blue-800">  
  
// With gradient  
<div className="bg-gradient-to-r from-primary-blue-500 to-tertiary-teal-500 text-white">
```

For Text

```
// Headings  
<h1 className="text-primary-blue-900">Main Heading</h1>  
  
// Subheadings  
<h2 className="text-neutral-slate-700">Subheading</h2>  
  
// Body text  
<p className="text-neutral-slate-600">Regular text</p>  
  
// Accent text  
<span className="text-accent-orange-600 font-semibold">Important</span>
```

Testing Your Implementation

Check Tailwind Classes

```
# Build the project to ensure Tailwind compiles new colors  
npm run build  
  
# Look for these in compiled CSS:  
# .bg-primary-blue-500  
# .text-secondary-green-600  
# .border-tertiary-teal-700
```

Visual Testing Checklist

- Navigation bar uses primary-blue
- Buttons use appropriate colors
- Hover states work correctly
- Gradients render smoothly
- Text contrast is accessible
- Dark mode colors look good
- Mobile appearance correct

CSS Variables Reference

Add these to your custom CSS as needed:

```
/* Use in any CSS */
div {
  color: rgb(var(--primary-deep-circuit-blue));
  background: rgb(var(--secondary-bio-digital-green));
  border-color: rgb(var(--tertiary-data-stream-teal));
}

/* With opacity */
div {
  background-color: rgba(var(--accent-innovation-orange), 0.1);
  border-color: rgba(var(--neutral-dark-slate-grey), 0.5);
}
```

Dark Mode Support

All colors automatically adjust for dark mode via Tailwind:

```
// Automatically switches colors in light/dark mode
<div className="bg-white dark:bg-slate-900 text-primary-blue-900 dark:text-primary-blue-50">
  Content
</div>
```

Questions?

Refer to:

- **Tailwind Colors:** <https://tailwindcss.com/docs/customizing-colors>
- **Your Globals CSS:** Check `app/globals.css` for available utilities
- **Tailwind Config:** See `tailwind.config.js` for color definitions