

Primary Color Palette

These are the primary colors which can be used in large quantities across the app.

HEX:
#C86D3D

R: 200
G: 109
B: 61

Copper Wire

Main brand color. Used in the logo as well as for other important call-outs, unique features, and anything we want to draw the eye to.

Behind the color: copper revolutionized the industry especially for use in wiring and piping.

HEX:
#FFFFFF

R: 255
G: 255
B: 255

White

Used for backgrounds, and text on dark backgrounds.

Behind the color: light, safety, positivity, success

HEX:
#3A3231

R: 58
G: 50
B: 49

Mud

Used for main header nav, and secondary background color.

Behind the color: neutral, balanced, sophisticated, formal

HEX:
#11A477

R: 17
G: 164
B: 119

Aged Copper

Used for anything linkable on dark and light backgrounds, including: text links, buttons, icon links.

Behind the color: trust, intelligence, loyalty, expansiveness

Secondary Color Palette

These are the secondary colors which should be used in small quantities across the app.

<div>HEX: #F8681A</div> <div>R: 248 G: 104 B: 26</div> <div>Power Tool Orange</div>		<div>HEX: #333333</div> <div>R: 51 G: 51 B: 51</div> <div>Body Gray</div> <div>Used for main paragraph and body text.</div>	<div>HEX: #515151</div> <div>R: 81 G: 81 B: 81</div> <div>Factory Gray</div> <div>Used for sub-headers, secondary text, subtitles, non-clickable icons.</div>
<div>HEX: #876553</div> <div>R: 135 G: 101 B: 83</div> <div>Copper Pipe</div>	<div>HEX: #64564F</div> <div>R: 100 G: 76 B: 89</div> <div>Soil</div>	<div>HEX: #959595</div> <div>R: 149 G: 149 B: 149</div> <div>Galvanized Steel Gray</div> <div>Used for active links on dark and light back-grounds.</div>	<div>HEX: #D3D3D3</div> <div>R: 211 G: 211 B: 211</div> <div>Disabled Gray</div> <div>Used for disabled link-able actions, inactive items.</div>

Alerts & Information

These colors are to be used in unique situations to inform users of something important.

HEX:
#40752F

R: 64
G: 117
B: 47

Confirmation Green

Used for checkmarks and anything related to positive feedback completeness.

HEX:
#932924

R: 147
G: 41
B: 36

Error Red

Used for errors and anything related to negative feedback or incompleteness.

HEX:
#D89830

R: 216
G: 152
B: 48

Warning Yellow

Used for warnings and anything related to alerting a user to take a closer look.

HEX:
#32507C

R: 50
G: 80
B: 124

Information Blue

Used for informational components or anything related to educating a user.

Headers

<h1>
Callout Headers
Montserrat Black
24px / 1.5rem

<h2>
Callout Headers
Montserrat Extra Bold
22px / 1.375rem

<h3>
Main Headers
Montserrat Bold
18px / 1.125rem

<h4>
Sub Headers
Montserrat Semi Bold
16px / 1rem

Paragraphs & Links

<a href>
Main Nav Links
Overpass Regular
20px / 1.25rem

<p> / <a href>
Main Body Text / Link Text
Overpass Regular
16px / 1rem

<p>
Body Text Within Components
Overpass Regular
14px / 0.875rem