Color

Our color palette expands on our unique aesthetic and represents a contemporary and ever-changing IBM. Balancing mankind and machine, the colors are harmonious with nature, yet chosen for their luminous quality in the digital world.

Resources

IBM **Design Language**

IBM color palette (.ase and .clr)

ZIP

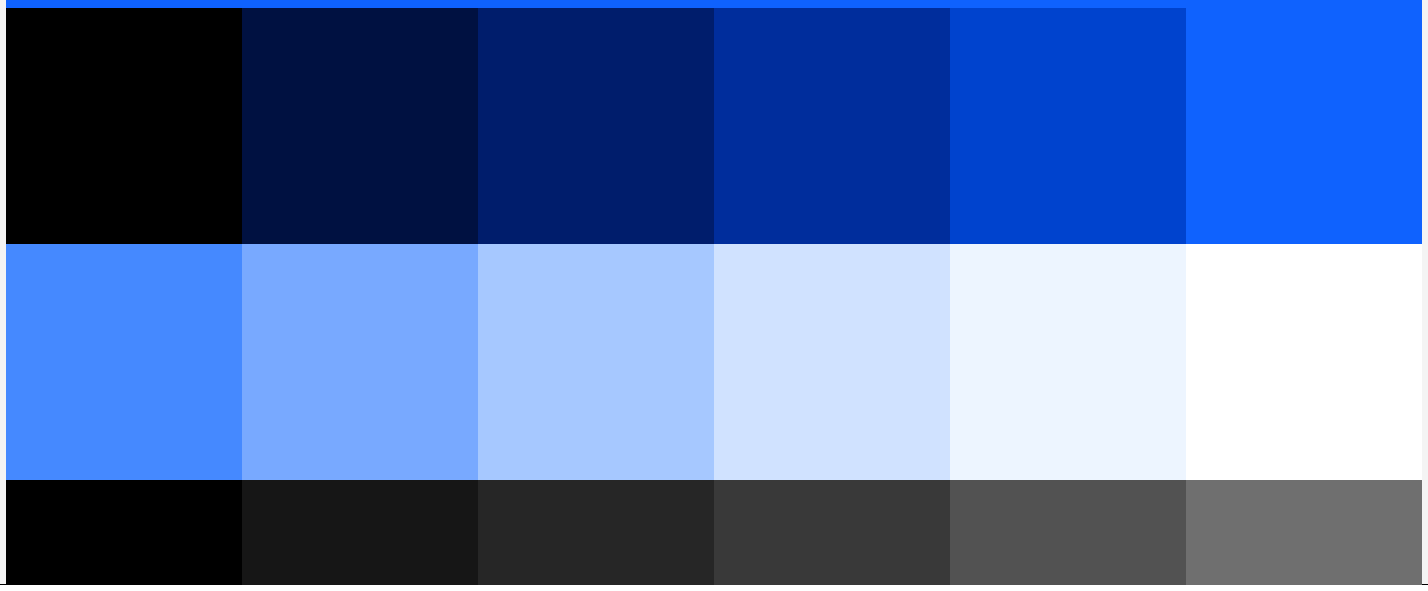
Blue at the core

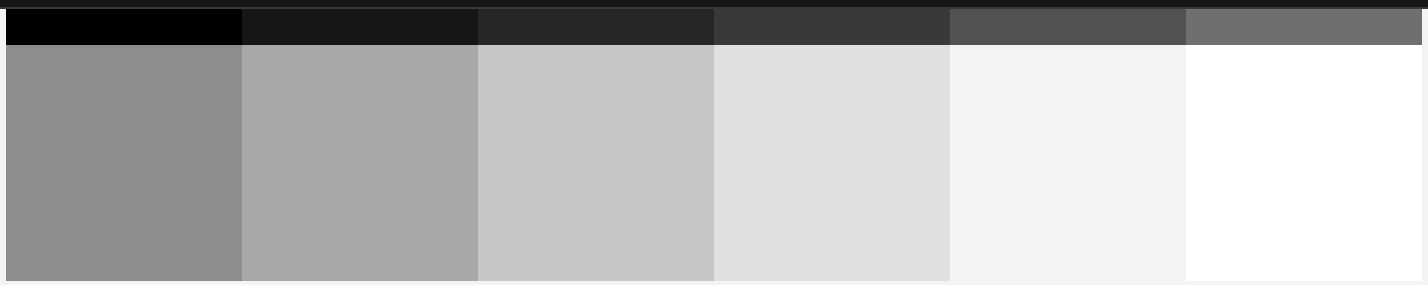
A vibrant set of blues is the centerpoint of the color palette. When combined with the simplicity of black and white, a refreshing and unique look emerges for IBM.


IBM

IBM **Design Language**

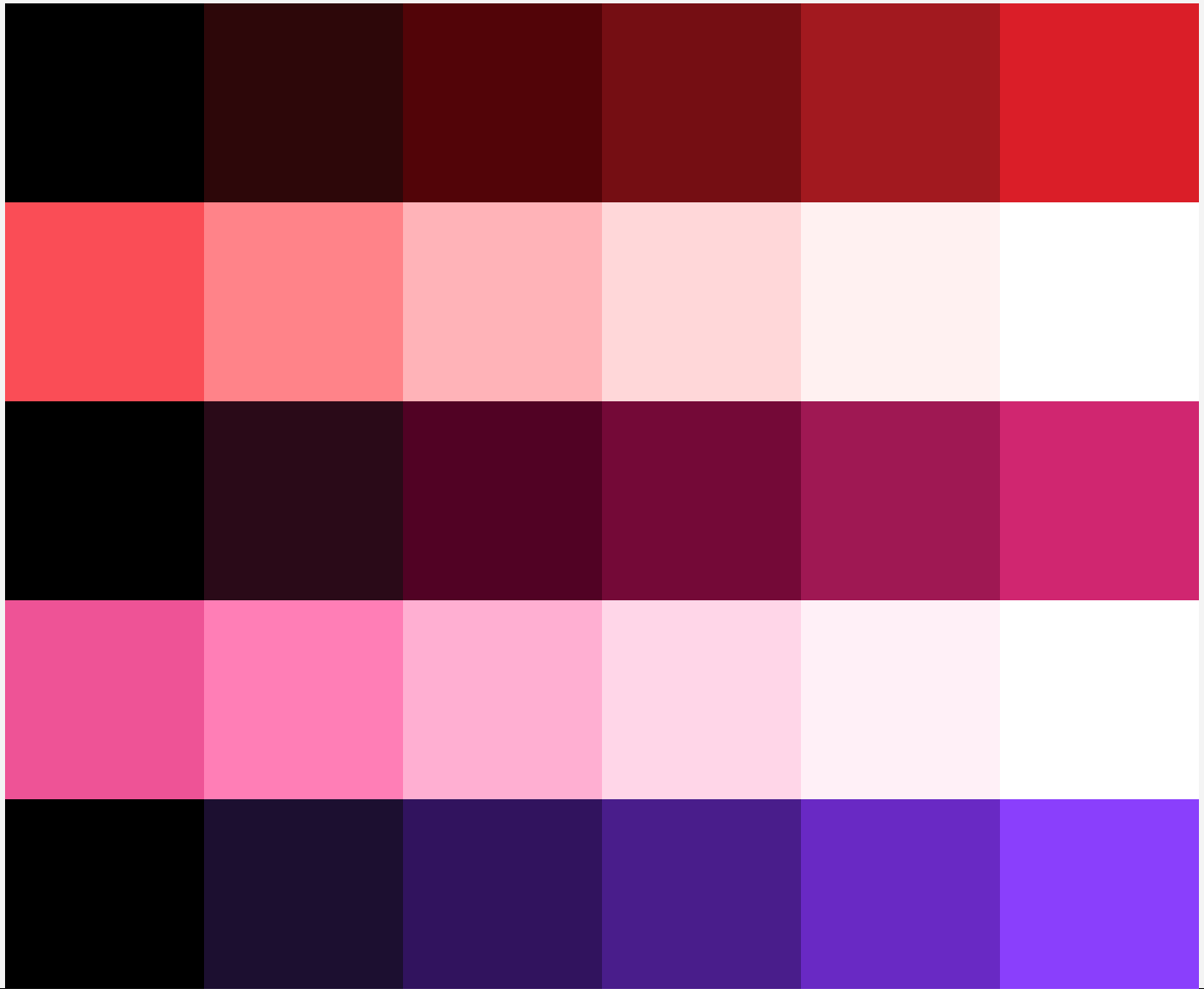
IBM **Cloud**



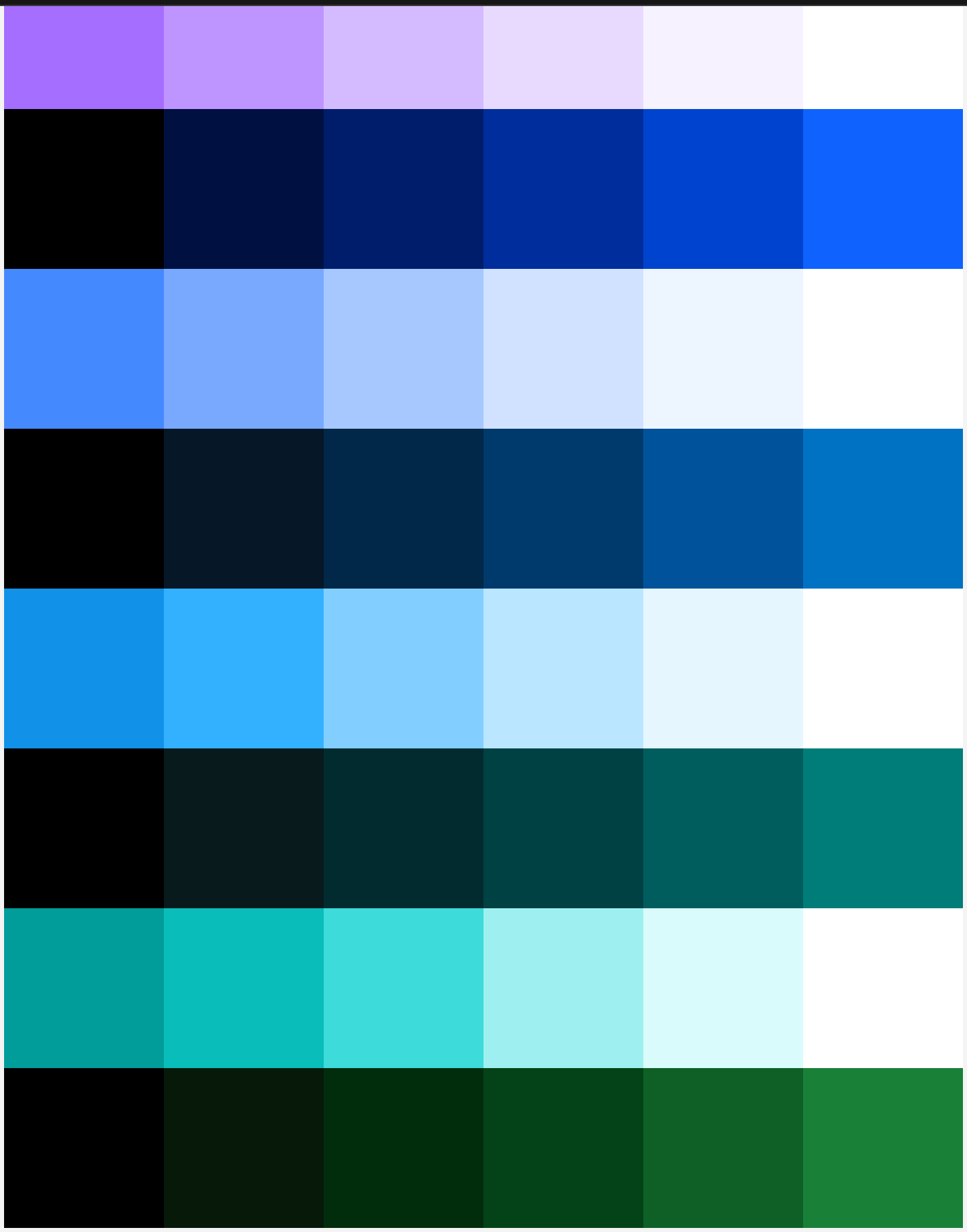


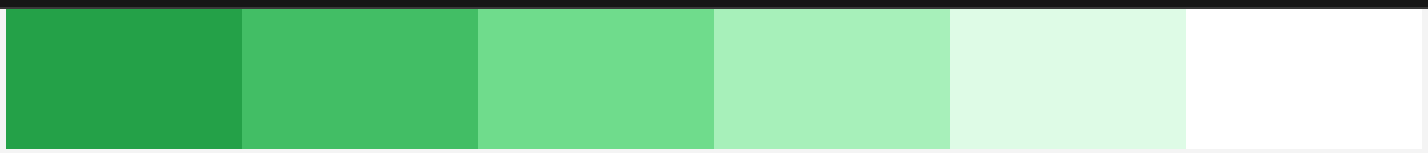
The palette

The full palette extends from the blue family to the edges of the blue spectrum—even the reds contain a hint of blue. The resulting palette is a set of colors that portrays a singular IBM. Of the world and digital. Useful and judicious.



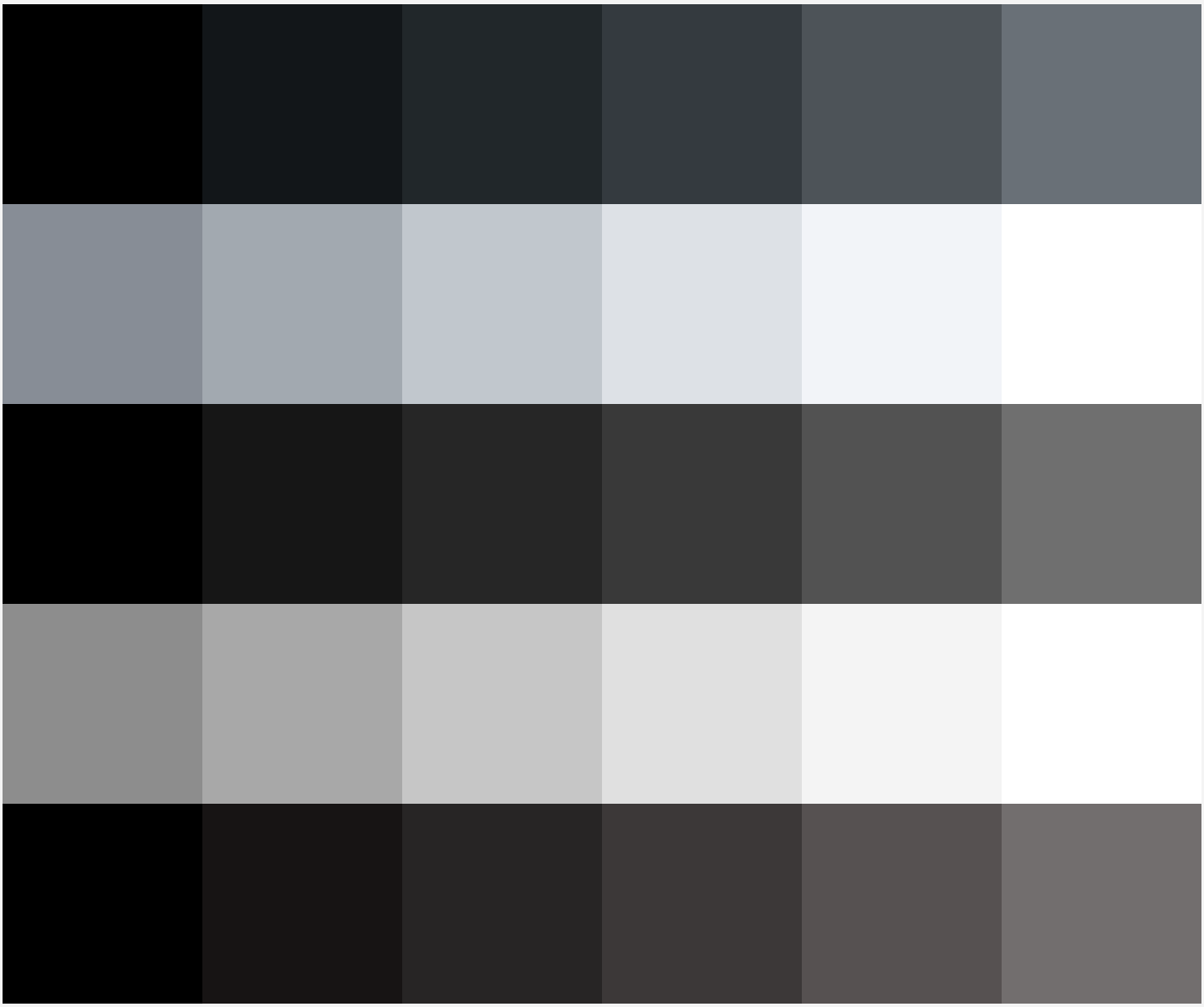
IBM **Design Language**



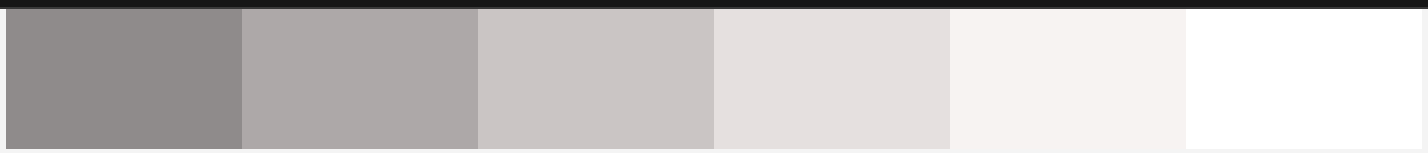


Grays

Having multiple gray families gives each design the opportunity for nuance and meaningful moments of color. Each experience should be dominated by the grays and the core colors of black, white, and the blue family, allowing the other color families to have vibrancy and provide purpose.



IBM **Design Language**



Specifications

Each of the 10 color families have been divided into 10 swatches ranging from light to dark. RGB and HEX values are provided for digital applications along with Pantone® and CMYK values for print.

HEX	RGB	PMS	CMYK
Red 100			2d0709
Red 90			520408
Red 80			750e13
Red 70			a2191f
Red 60			da1e28
Red 50			fa4d56
Red 40			ff8389
Red 30			ffb3b8
Red 20			ffd7d9
Red 10			fff1f1
Magenta 100			2a0a18

IBM **Design Language**

Magenta 80	740937
Magenta 70	9f1853
Magenta 60	d02670
Magenta 50	ee5396
Magenta 40	ff7eb6
Magenta 30	ffafd2
Magenta 20	ffd6e8
Magenta 10	fff0f7
Purple 100	1c0f30
Purple 90	31135e
Purple 80	491d8b
Purple 70	6929c4
Purple 60	8a3ffc
Purple 50	a56eff
Purple 40	be95ff
Purple 30	d4bbff
Purple 20	e8daff

IBM **Design Language**

Blue 100	001141
Blue 90	001d6c
Blue 80	002d9c
Blue 70	0043ce
Blue 60	0f62fe
Blue 50	4589ff
Blue 40	78a9ff
Blue 30	a6c8ff
Blue 20	d0e2ff
Blue 10	edf5ff
Cyan 100	061727
Cyan 90	012749
Cyan 80	003a6d
Cyan 70	00539a
Cyan 60	0072c3
Cyan 50	1192e8
Cyan 40	33b1ff

IBM **Design Language**

Cyan 20	bae6ff
Cyan 10	e5f6ff
Teal 100	081a1c
Teal 90	022b30
Teal 80	004144
Teal 70	005d5d
Teal 60	007d79
Teal 50	009d9a
Teal 40	08bdba
Teal 30	3ddbd9
Teal 20	9ef0f0
Teal 10	d9fbfb
Green 100	071908
Green 90	022d0d
Green 80	044317
Green 70	0e6027
Green 60	198038

IBM **Design Language**	
Green 40	42be65
Green 30	6fdc8c
Green 20	a7f0ba
Green 10	defbe6
Black	000000
Cool Gray 100	121619
Cool Gray 90	21272a
Cool Gray 80	343a3f
Cool Gray 70	4d5358
Cool Gray 60	697077
Cool Gray 50	878d96
Cool Gray 40	a2a9b0
Cool Gray 30	c1c7cd
Cool Gray 20	dde1e6
Cool Gray 10	f2f4f8
White	ffffff
Black	000000

IBM **Design Language**	
Gray 90	262626
Gray 80	393939
Gray 70	525252
Gray 60	6f6f6f
Gray 50	8d8d8d
Gray 40	a8a8a8
Gray 30	c6c6c6
Gray 20	e0e0e0
Gray 10	f4f4f4
White	ffffff
Black	000000
Warm Gray 100	171414
Warm Gray 90	272525
Warm Gray 80	3c3838
Warm Gray 70	565151
Warm Gray 60	726e6e
Warm Gray 50	8f8b8b

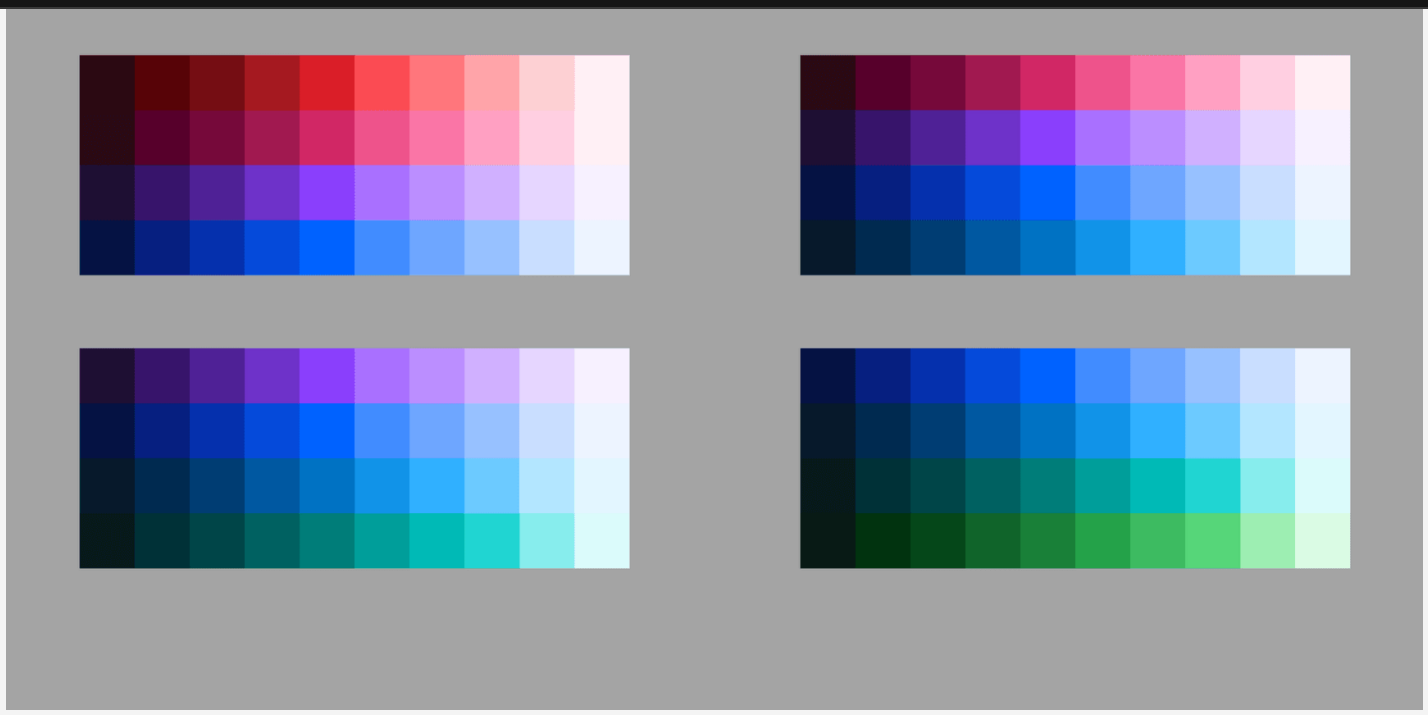
IBM **Design Language**	
Warm Gray 30	cac5c4
Warm Gray 20	e5e0df
Warm Gray 10	f7f3f2
White	ffffff

Color families

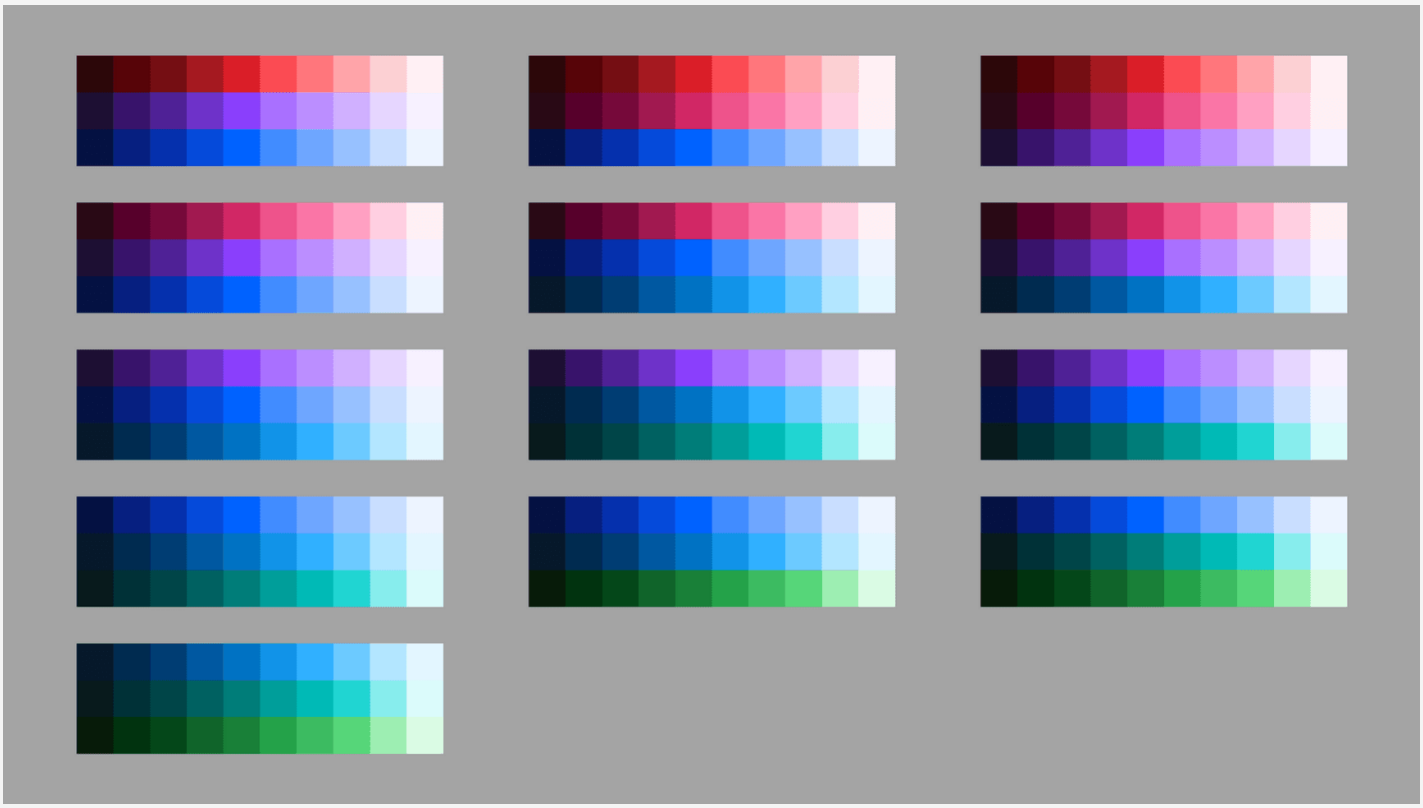
The color palette has been organized into four distinct 4-Color families, each containing the IBM core blue. When creating color groups for your particular usage and application, you may combine any of the colors within these families. When fewer colors are required, you may further subdivide any of the 4-Color families into 1, 2 or 3 Color families. See the possible combinations below.

4-Color

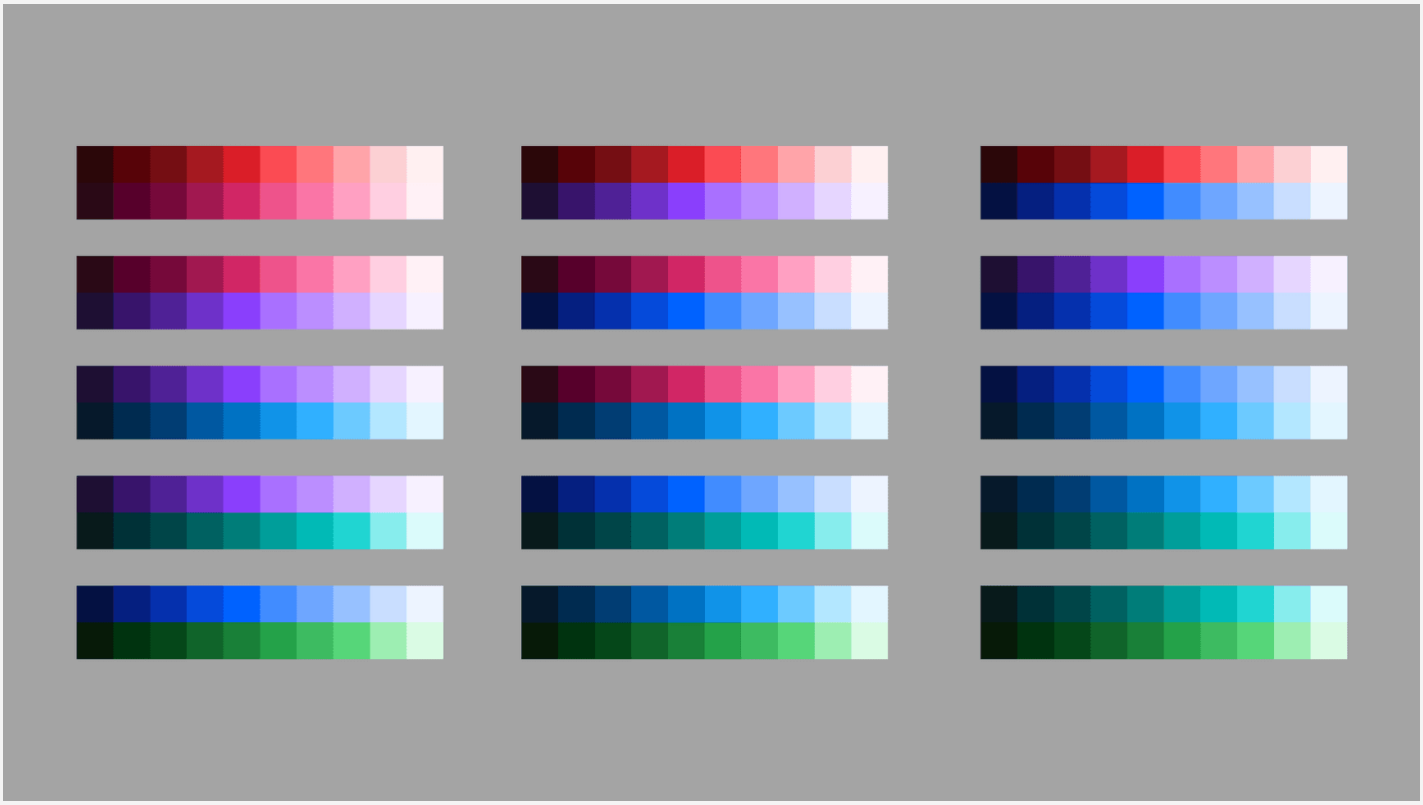
IBM **Design Language**



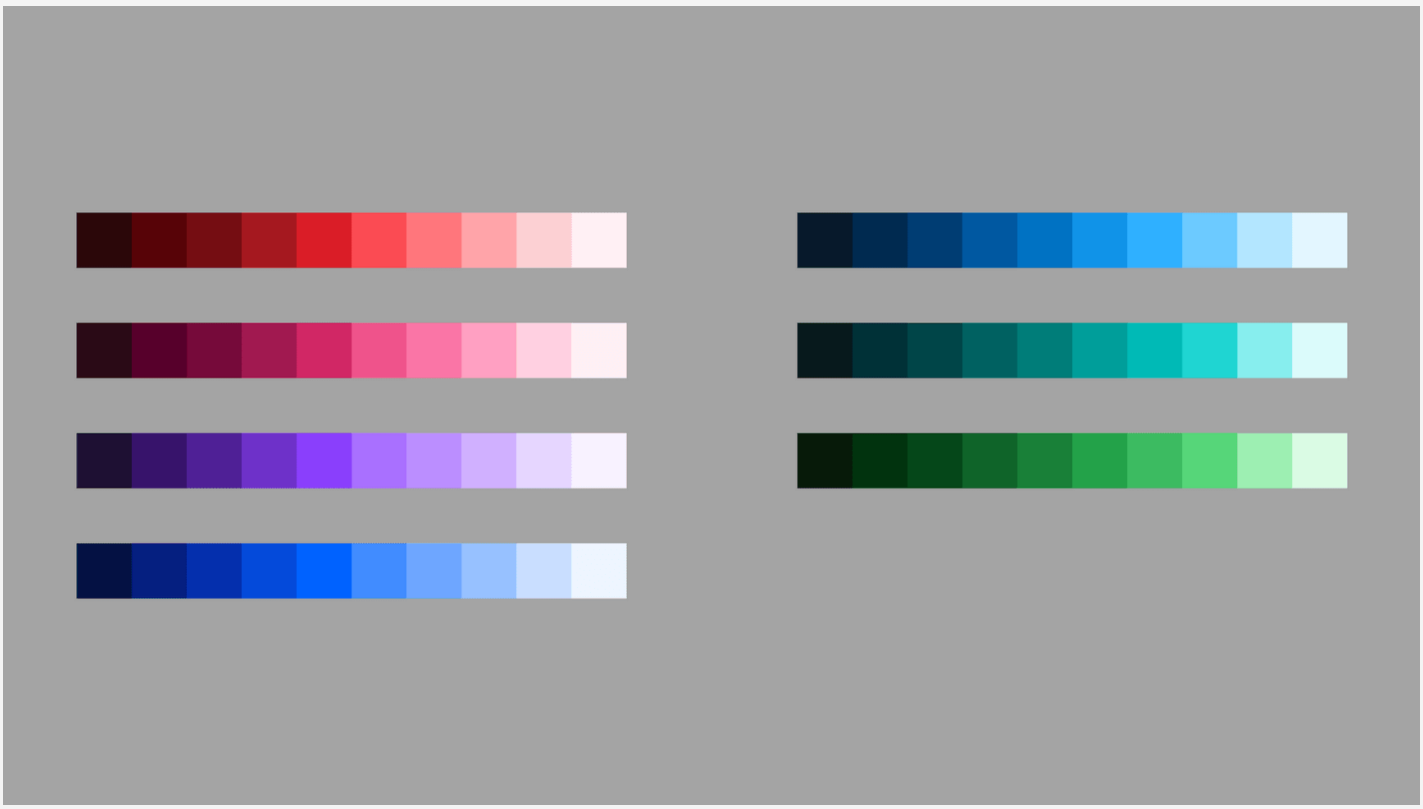
3-Color



IBM **Design Language**

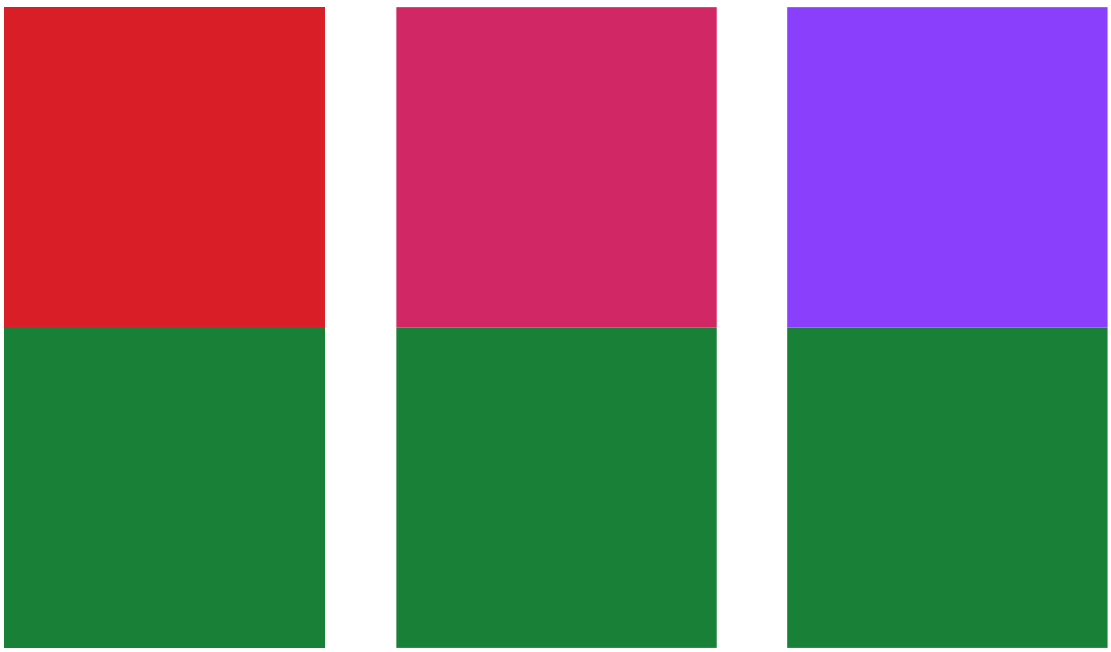


1-Color



IBM **Design Language**

The following color combinations have been eliminated from the Color families and should be avoided unless required for specific applications, such as Data Visualization.



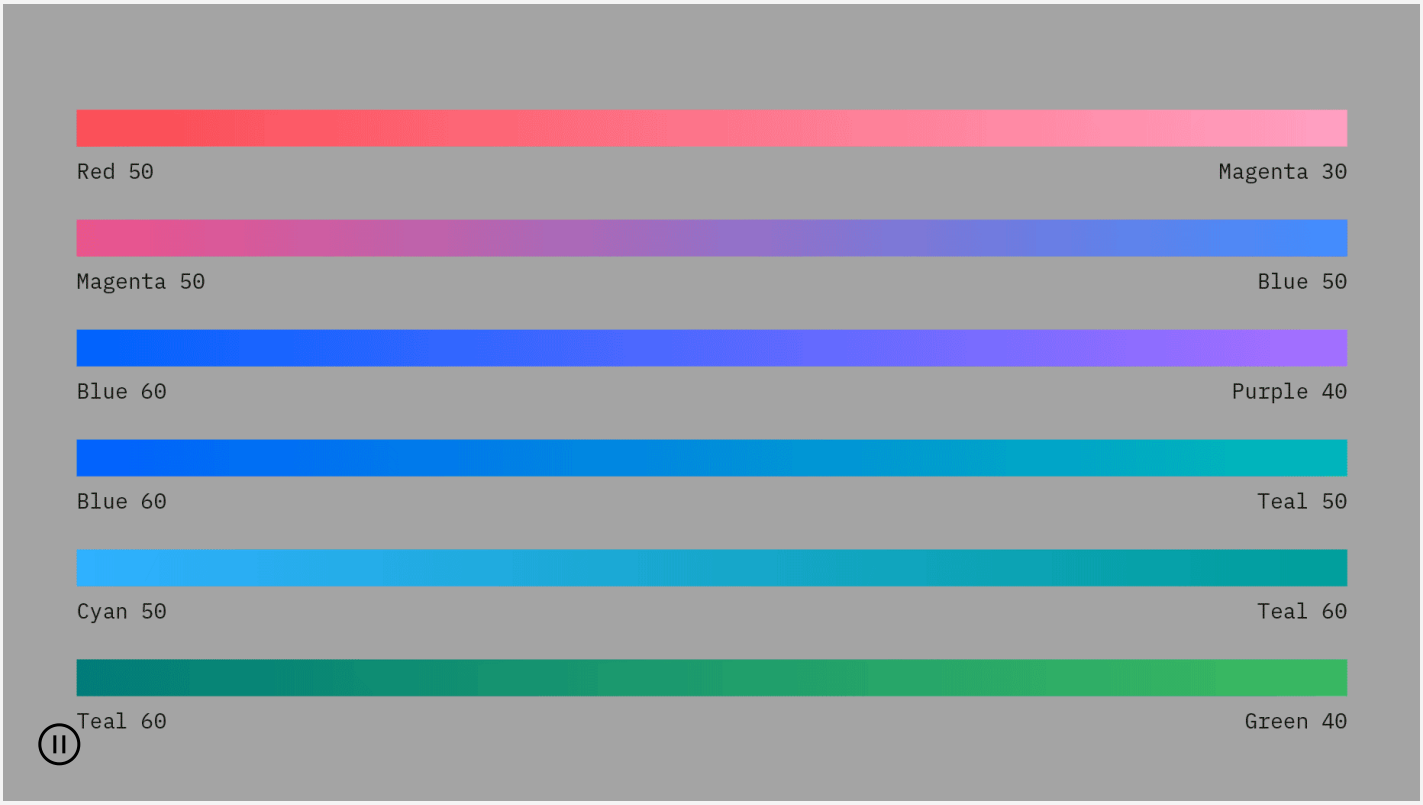
Avoid mixing greens with reds, magentas or purples.

Avoid mixing teals with reds or magentas.

Gradients

Use combinations within any of the acceptable 2-Color families when blending gradients. Values between 30 and 60 are used to create vibrant gradients that work well against both dark and light

IBM **Design Language**



Don’t mix colors that are outside of the accepted 2-Color Families.

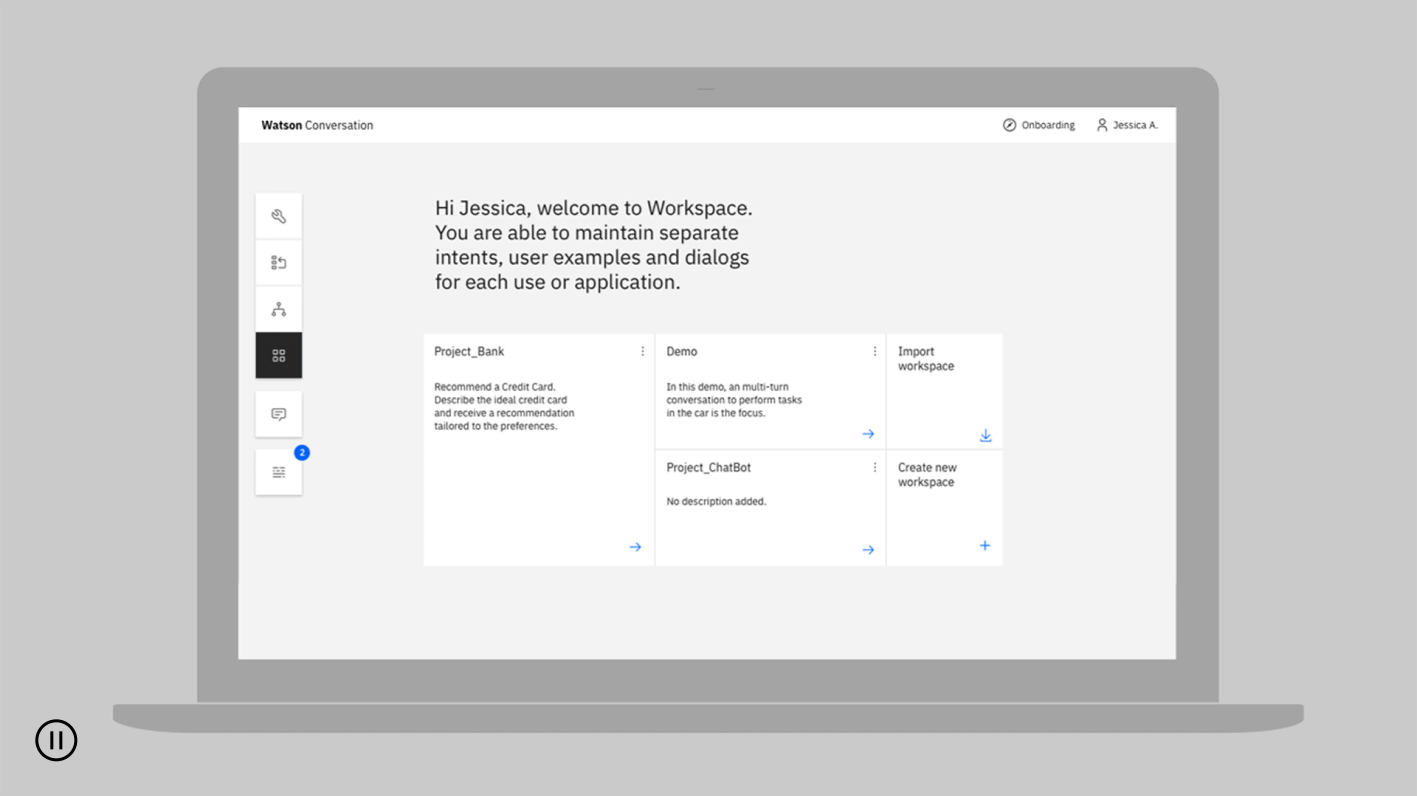
Avoid blending between colors that are more than 2 steps away, i.e. Blue 60 to Teal 20.

Avoid creating gradients with more than two colors.

Color in UI

Application of the IBM color palette brings an unified and recognizable consistency to IBM’s vast array of digital products and interfaces. This consistency is grounded by a set of well-defined rules

IBM **Design Language**



Specifications

The Neutral Gray family is dominant in our UI, making use of subtle shifts in value to help organize content into distinct zones. The Core Blue family has been designated as the primary action color across all products and experiences, ensuring our color aesthetic is a part of every interaction. Additional colors are used sparingly and purposefully.

HEX	RGB	PMS	CMYK
Black			000000
Blue 100			001141
Blue 90			001d6c
Blue 80			002d9c

IBM **Design Language**

Blue 60	0f62fe
Blue 50	4589ff
Blue 40	78a9ff
Blue 30	a6c8ff
Blue 20	d0e2ff
Blue 10	edf5ff
White	ffffff
Black	000000
Gray 100	161616
Gray 90	262626
Gray 80	393939
Gray 70	525252
Gray 60	6f6f6f
Gray 50	8d8d8d
Gray 40	a8a8a8
Gray 30	c6c6c6
Gray 20	e0e0e0

IBM **Design Language**

White	ffffff
Alert 60	da1e28
Alert 50	24a148
Alert 40	ff832b
Alert 30	f1c21b

Color in UI

Accessibility

Color plays a key role in legibility regardless of the medium and application—think of motion graphics in videos, social content, data visualization charts, user interfaces and more. When colors are insufficiently distinct, whether in brightness or difference in hue, low-vision users might have difficulty discerning letters and graphical elements. Don’t let poor color choices stand between your design’s message and a good user experience.

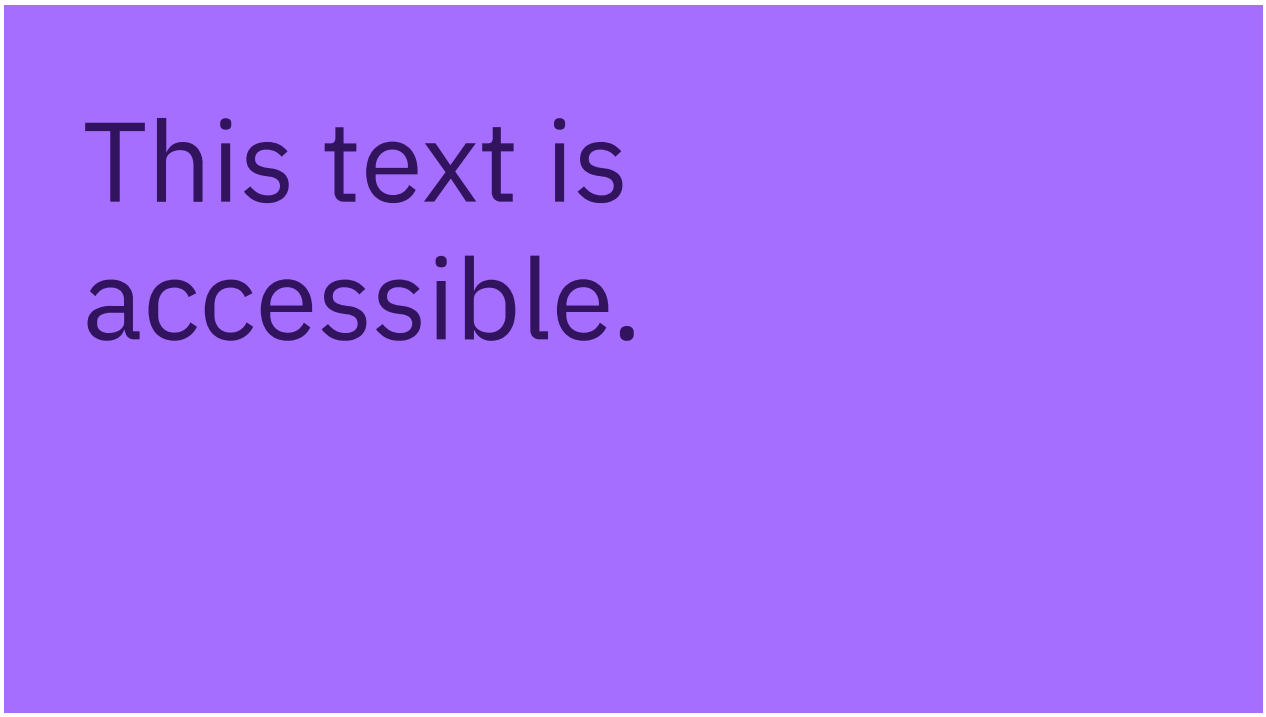
Contrast is the difference in brightness between any two elements. The Web Content Acessibility Guidelines (WCAG) set specific ratios that achieve the minimum required contrast for legibility. Generally speaking, small text is any size below 24px and requires a 4.5:1 contrast ratio. Large text is anything above 24px and requires a 3:1 contrast ratio. Graphical elements, such as charts in data visualization, also require a 3:1 contrast ratio.

The IBM palette is comprised of twelve color grades—Black, White and ten values for each hue. When determining contrast ratios, it's useful to assess how many color grades or "steps" are between the foreground and background colors. Steps imply the distance between any two colors when arranged sequentially. For example, a color grade of 60 is five steps away from a color grade of 10. The following table indicates the minimum number of steps required to achieve commonly used contrast ratios between any two colors.

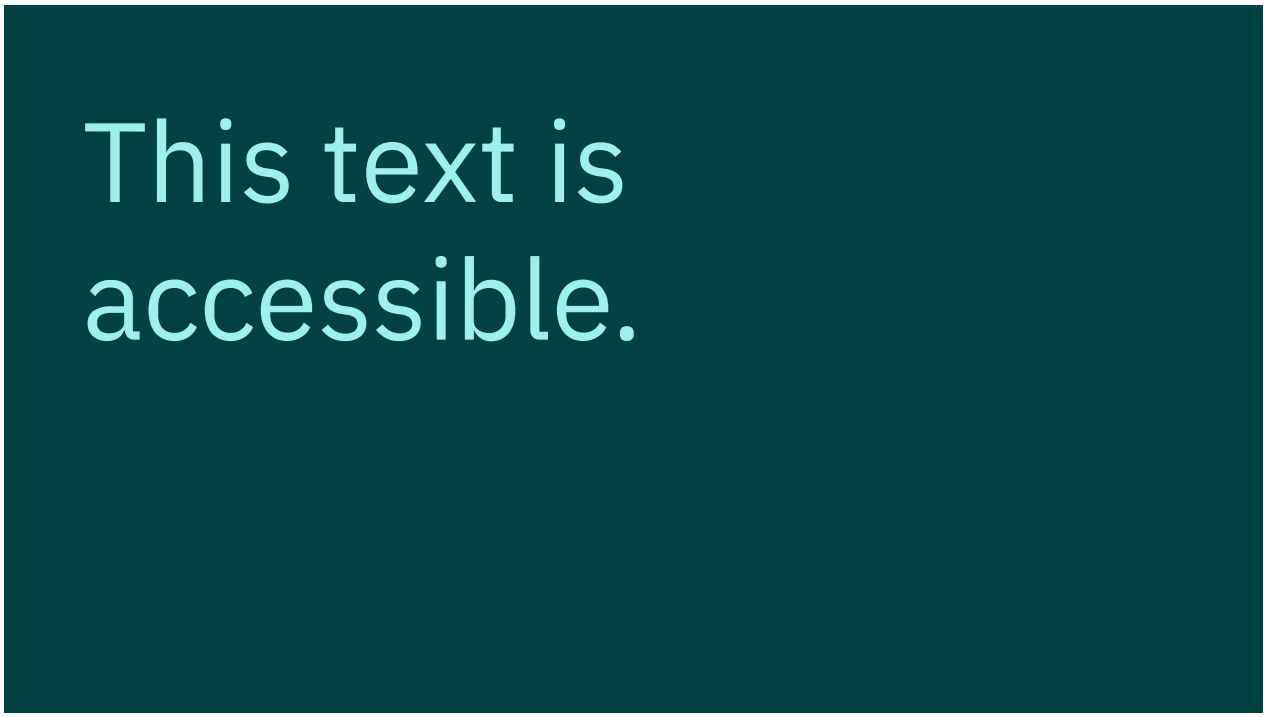
Color 1	Color 2 (4.5:1 contrast)	Color 2 (3:1 contrast)
Black	50 through White (6 steps)	60 through White (5 steps)
100	50 through White (5 steps)	60 through White (4 steps)
90	50 through White (4 steps)	60 through White (3 steps)
80	40 through White (4 steps)	50 through White (3 steps)
70	30 through White (4 steps)	40 through White (3 steps)
60	10 through White (4 steps)	20 through White (4 steps)

IBM **Design Language**		
50	90 through Black (4 steps)	80 through Black (3 steps)
40	80 through Black (4 steps)	70 through Black (3 steps)
30	70 through Black (4 steps)	70 through Black (4 steps)
20	70 through Black (5 steps)	60 through Black (4 steps)
10	60 through Black (5 steps)	50 through Black (4 steps)
White	60 through Black (6 steps)	50 through Black (5 steps)

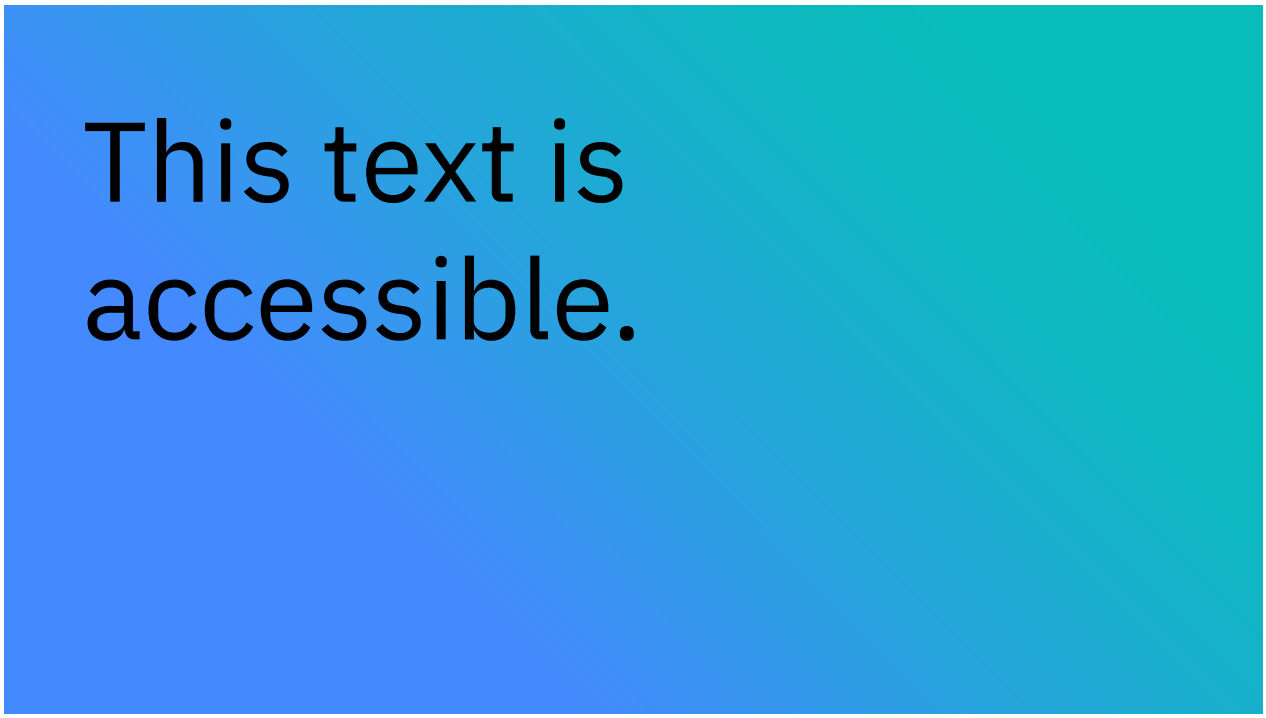
Examples



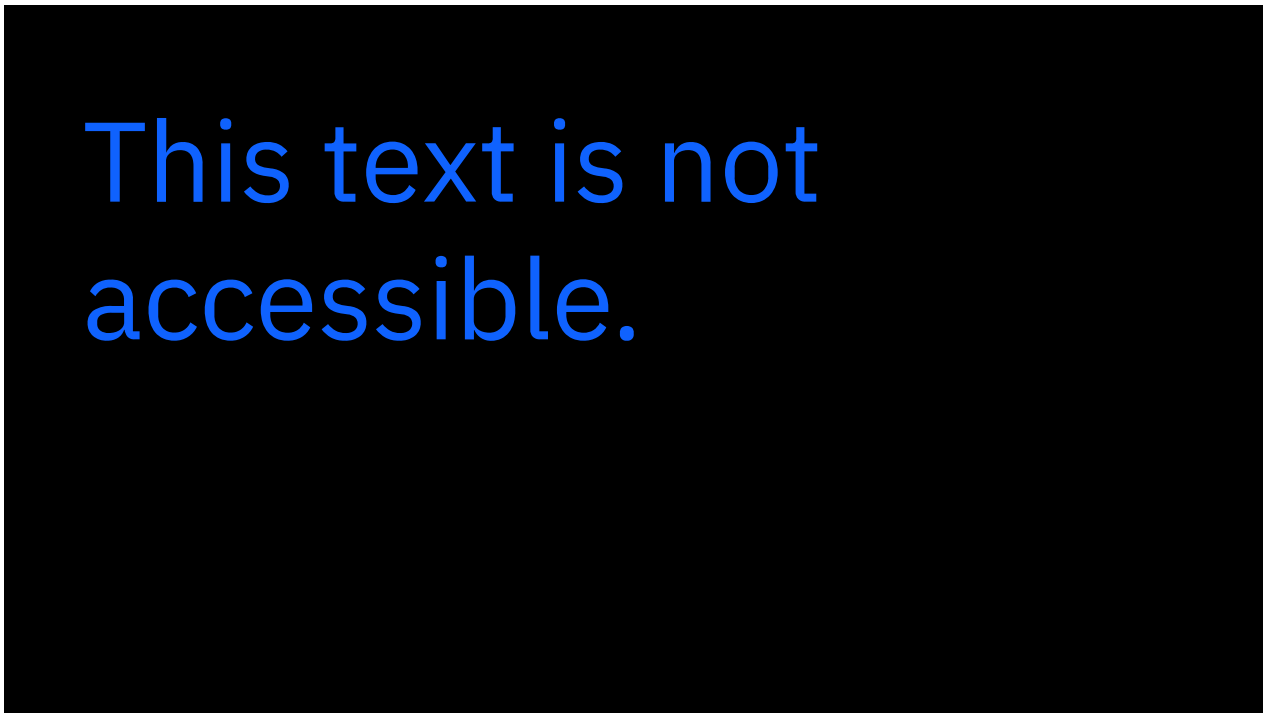
Purple 90 text is accessible on Purple 50.



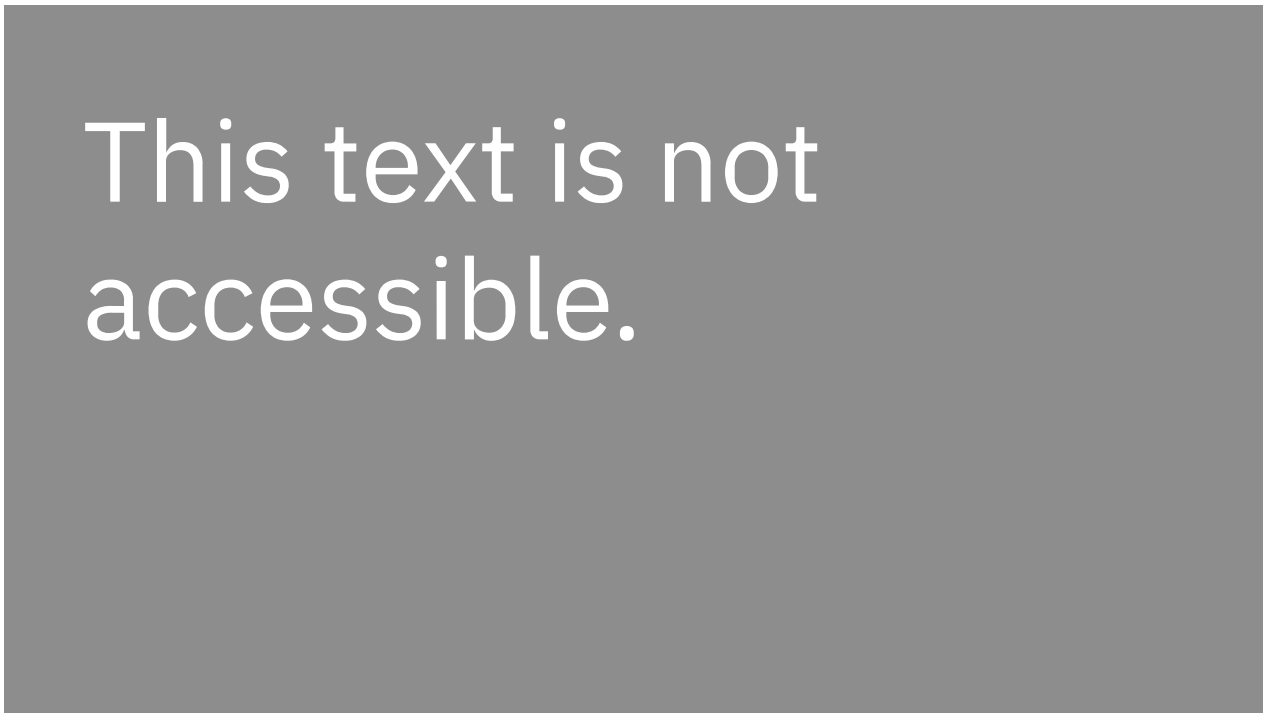
Teal 20 text is accessible on Teal 80.



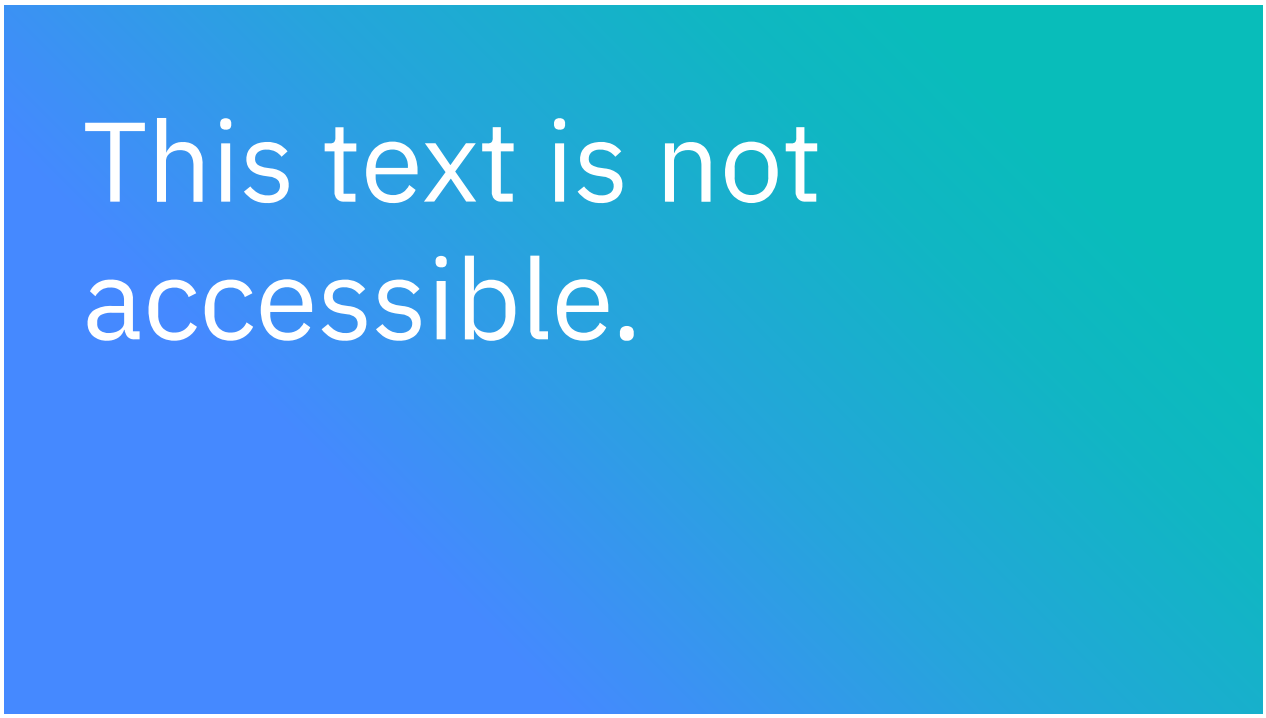
Black text is accessible on Blue 50 and Teal 40.



Blue 60 text is not accessible on Black.



White text is not accessible on Gray 50.



White text is not accessible on Blue 50 and Teal 40.

Color blindness

Don’t rely on color alone to convey meaning. This rule includes conveying information, indicating an action, prompting the user for a response or distinguishing one visual element from another.

confuse blue and purple because they can’t recognize the red element of the color purple. The third type of color deficiency, tritanopia, is the least common and refers to sufferers who struggle to distinguish blue or yellow light. This image shows what the rainbow may look like to individuals with each of these forms of color blindness, compared to normal vision.

IBM **Design Language**

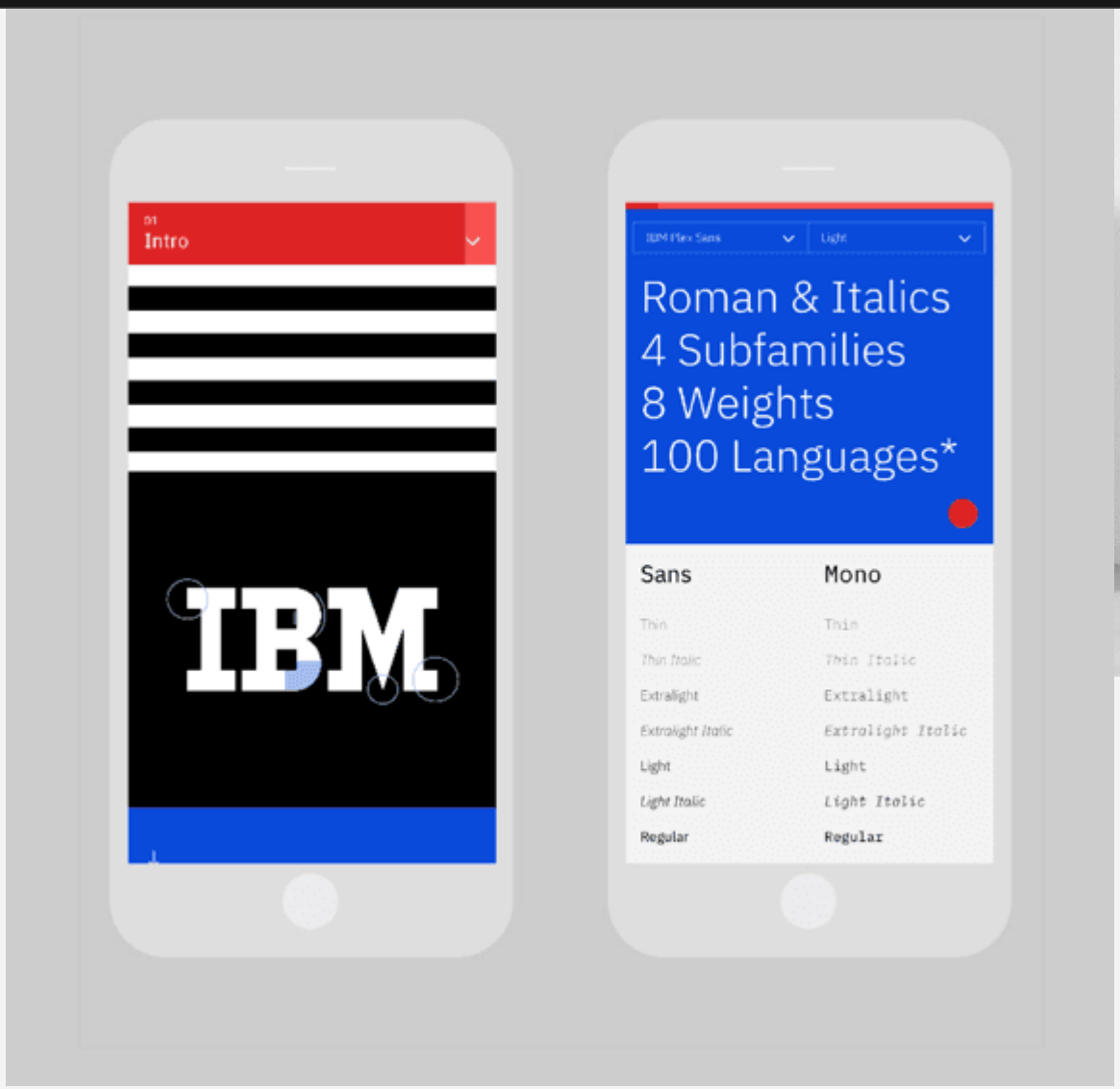
Web Content Accessibility Guidelines (WCAG) 2.1

Color contrast checker

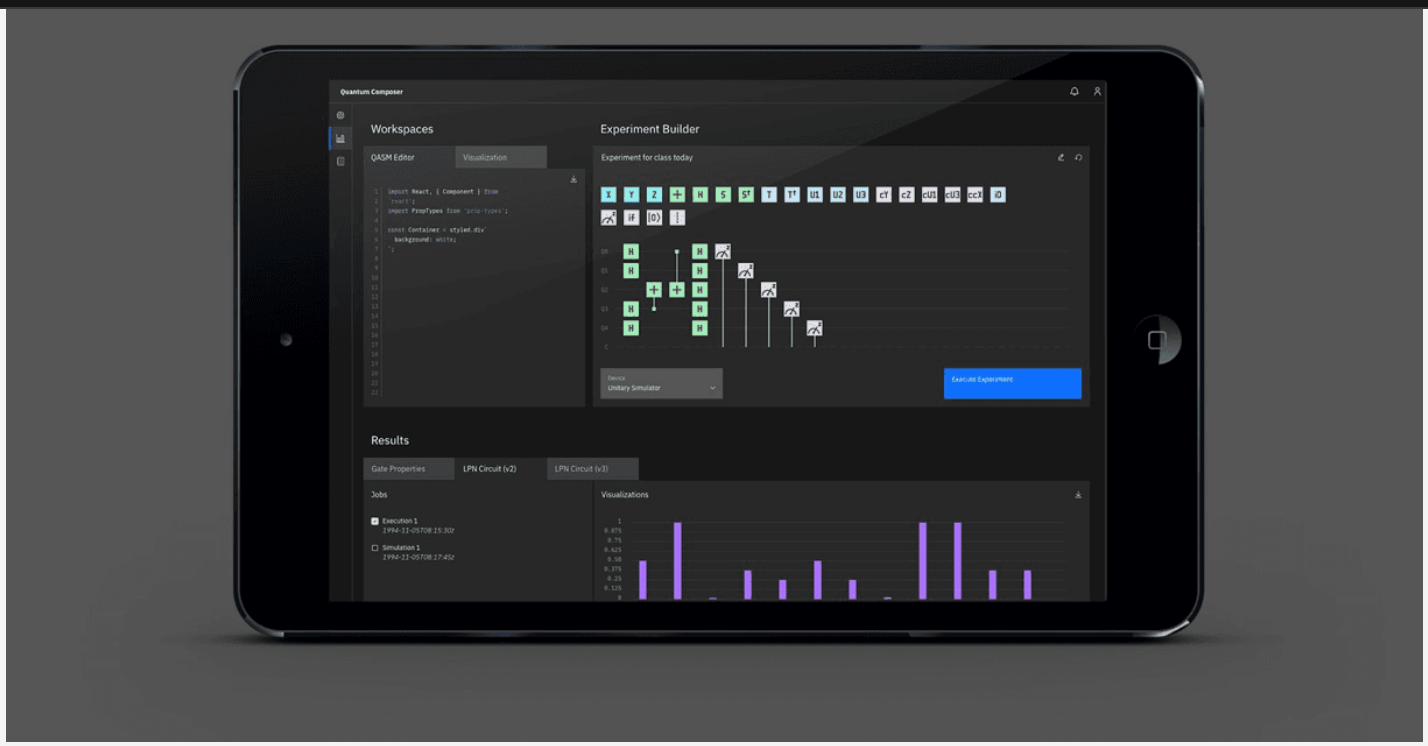
Color in action

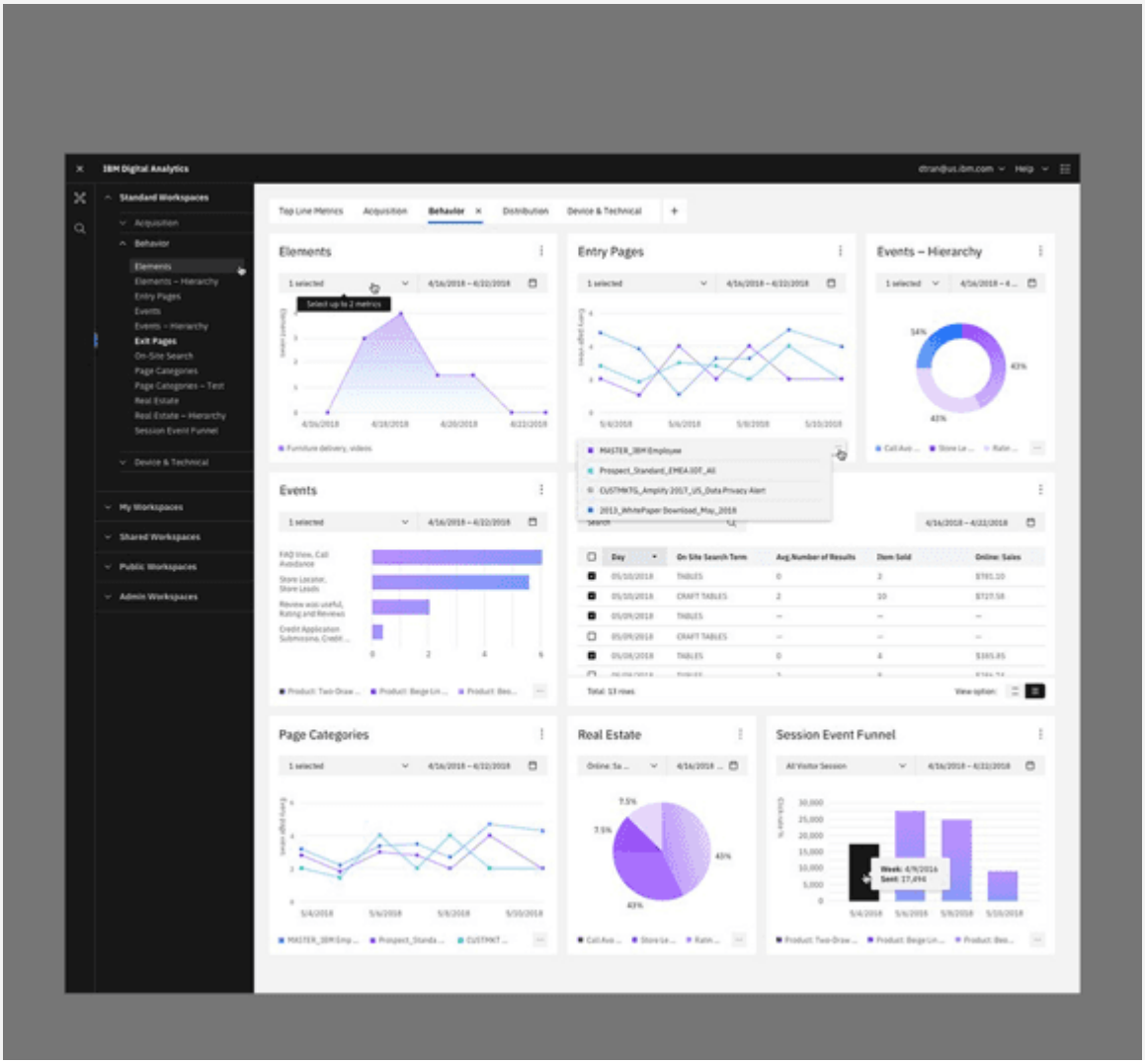
See the IBM Design color palette in action across multiple business units and applications. Deliberate hits of color are composed with rich neutrals for a well-balanced and cohesive experience.

IBM **Design Language**

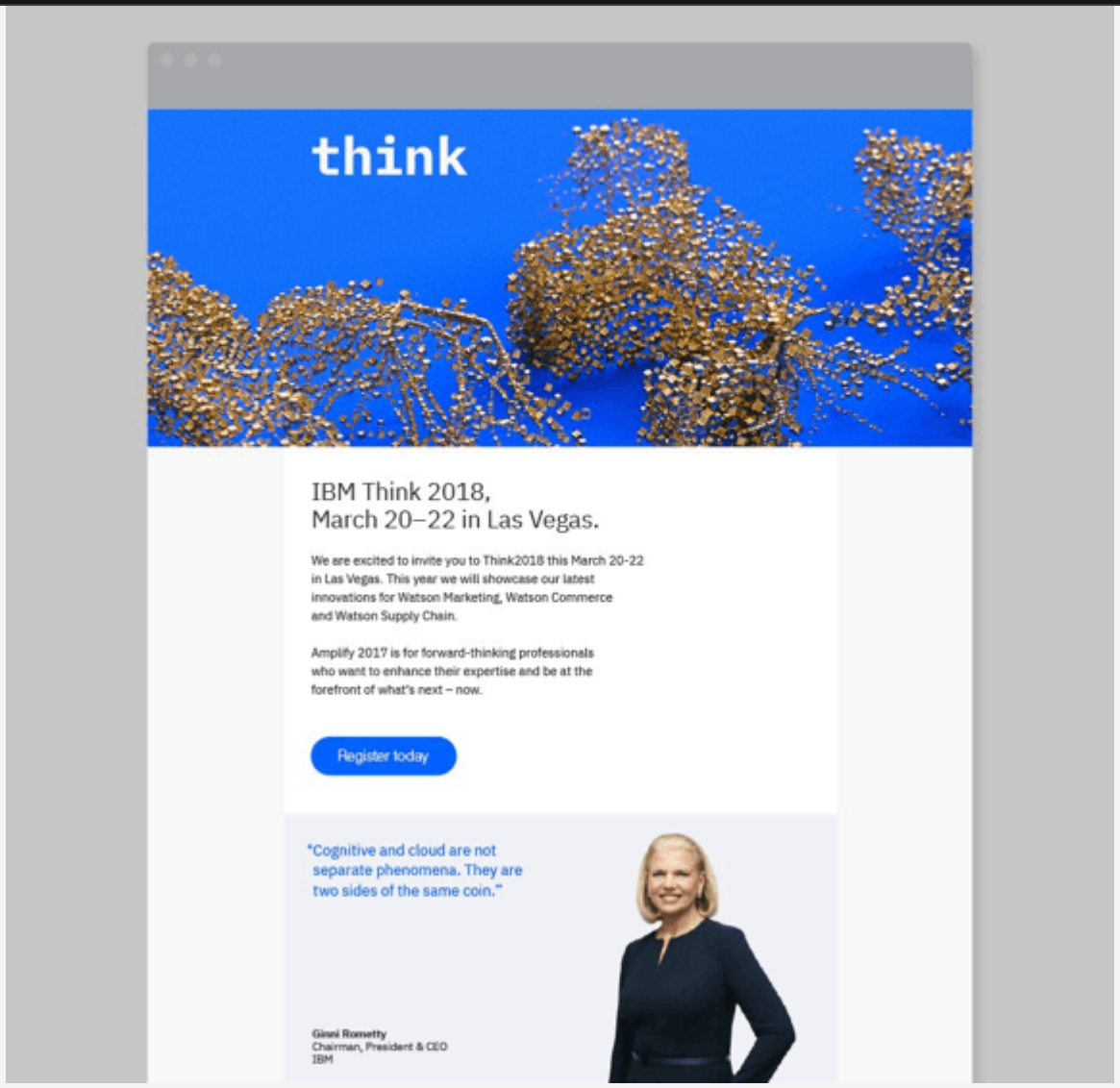


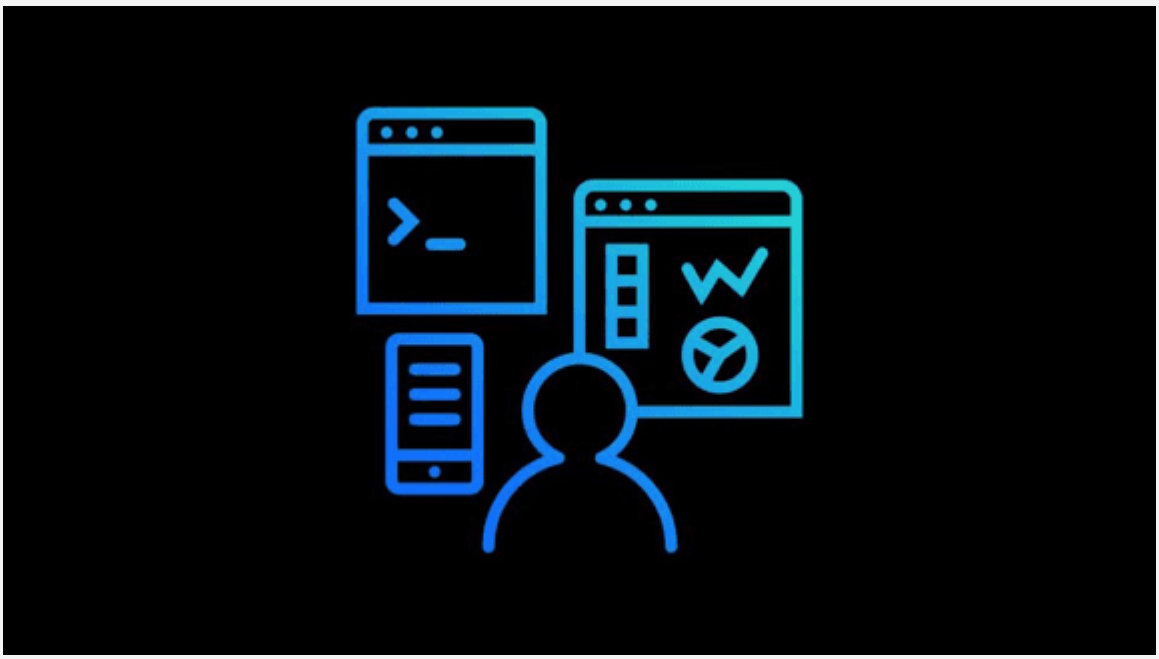
IBM **Design Language**



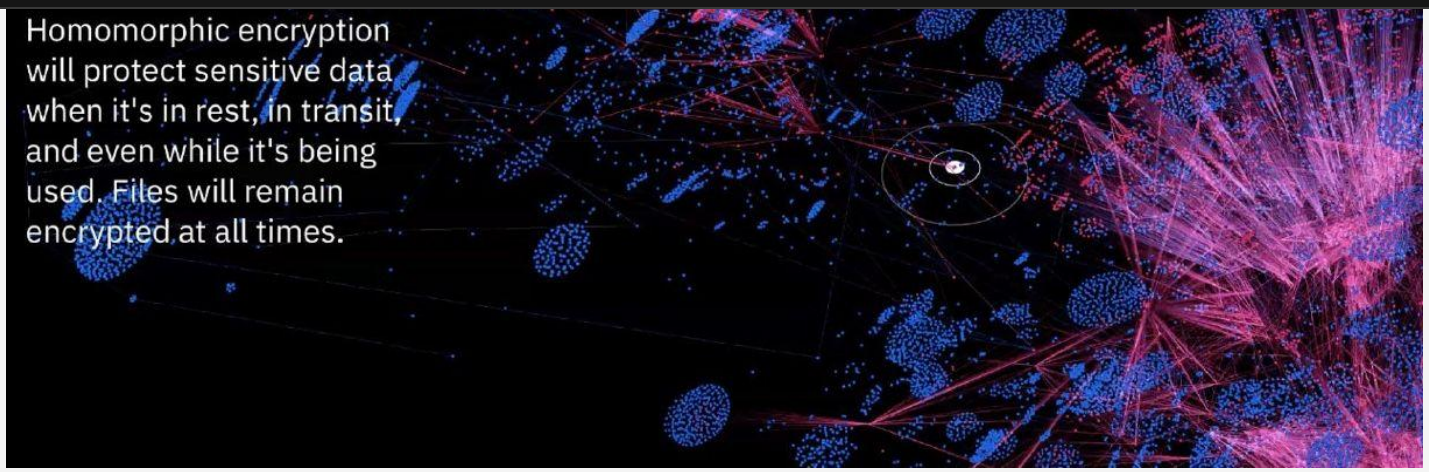


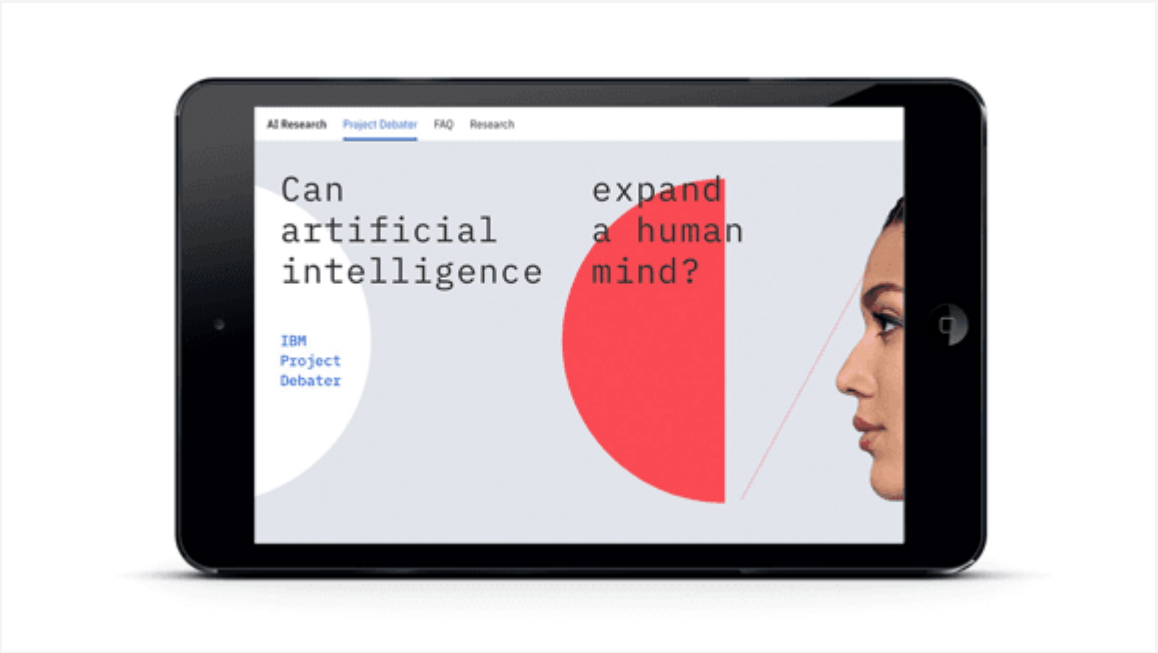
IBM **Design Language**





IBM **Design Language**





IDL Gallery

Edit this page on GitHub

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Typography: Type specs UI

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2x Grid