



Brand Color Palette

This comprehensive color palette guide is designed to ensure consistency across all [GoMVP.ai](#) design and marketing materials. Please refer to this document when creating any brand assets for our innovative, simple, and empowering platform.

Primary Color

GoMVP Gold

#FFDE59

RGB: 255, 222, 89

HSL: 50°, 100%, 60%

Vibrant, energetic gold representing speed and innovation, used for titles, logos, and highlights (e.g., lightning bolt accent). Use for headers, key data points, and call-to-action buttons.

Secondary Colors

Black

#000000

RGB: 0, 0, 0

HSL: 0°, 0%, 0%

White

#FFFFFF

RGB: 255, 255, 255

HSL: 0°, 0%, 100%

- **Black:** Strong, grounding base for text and backgrounds, matching our logo and ensuring contrast. Used for logo text, primary background, and bold text.

- **White:** Clean, readable background, providing contrast with gold and black. Used for main slide/website background and body text.

Accent Colors

Deep Olive

#6B705C

RGB: 107, 112, 92

HSL: 72°, 10%, 40%

Warm Gray

#E5E7EB

RGB: 229, 231, 235

HSL: 220°, 13%,
90%

Rusty Brown

#8B4513

RGB: 139, 69, 19

HSL: 20°, 76%, 31%

Color Usage Guidelines

Primary Color

- **GoMVP Gold (#FFDE59):** Main brand color. Use for CTAs, headers, key data points, and important UI elements that need attention.

Secondary Colors

- **Black (#000000):** Use for logo text, primary background, bold text, and when strong contrast is needed.
- **White (#FFFFFF):** Use for main slide/website background, body text, and to create breathing space in designs.

Accent Colors

- **Deep Olive (#6B705C):** Inspired by tech-growth aesthetics, this olive green adds a natural vibe complementing GoMVP Gold's warmth. Use for hyperlinks, secondary buttons, and subtle highlights.
- **Warm Gray (#E5E7EB):** Adds depth and softens the palette. Use for borders, captions, secondary text, and background gradients.
- **Rusty Brown (#8B4513):** An earthy tone adding a unique tech-meets-nature contrast. Use for subheadings, chart accents, and footer details.

Accessibility Considerations

Ensure all color combinations meet WCAG 2.1 AA standards for contrast. When using colors for UI elements, always pair them with additional indicators (icons, text) to support users with color vision deficiency.

| Text Size | Minimum Contrast Ratio |
|-------------------------------------|------------------------|
| Normal text (under 18pt) | 4.5:1 |
| Large text (over 18pt) | 3:1 |
| UI components and graphical objects | 3:1 |

Color Harmonies

When creating new designs for GoMVP.ai, use these recommended color combinations:

▼ Primary Combinations

- GoMVP Gold + Black + White (main website scheme and landing pages)
- GoMVP Gold + Black + Warm Gray (documentation and help sections)
- GoMVP Gold + White + Deep Olive (promotional materials)

▼ Secondary Combinations

- GoMVP Gold + Deep Olive + White (data visualizations and analytics)
- Black + GoMVP Gold + Warm Gray (marketing materials)
- White + Rusty Brown + GoMVP Gold (feature announcements and community content)

Digital Application

- Use consistent color values across all digital platforms
- Maintain color integrity when exporting for different file formats
- Consider how colors appear on different screens and devices
- Consult with the design team before introducing new color variations

Resources

All color assets are available in the following formats:

- Adobe Creative Cloud libraries
- Figma color styles
- Tailwind CSS configuration files
- SVG color swatches

For questions or additional color guidance, please contact Caleb King or the design team lead.