

# Artillo Color System

This document defines **what colors exist**, **what they mean**, and **where they are allowed to be used**. The goal is to prevent color drift, preserve hierarchy, and scale cleanly across marketing, learning, and admin surfaces.

---

## 1) Core Principles

1. One dominant chromatic surface (brand).
  2. Other colors signal **state or intent**, not layout.
  3. Neutrals carry most of the UI weight.
  4. Every color has a semantic role; misuse is a design bug.
- 

## 2) Palette Overview (Locked)

### Brand / Primary

- **Purple:** #5E17EB
- Meaning: Brand, authority, navigation, primary action

### Informational (Accent)

- **Sky Blue:** #38BDF8
- Meaning: Info, preview, neutral signal (NOT layout)

### Success / Outcome

- **Emerald:** #22C55E
- Meaning: Completion, mastery, verification

### Action / Urgency (Rare)

- **Orange:** #F97316
- Meaning: Time-bound action, monetization moments

### Error (System)

- **Red:** #EF4444
  - Meaning: Errors, destructive actions only
-

### 3) Neutrals (Foundation)

Neutrals are the backbone of Artillo.

- **Text Primary:** #0F172A (slate-900)
  - **Text Secondary:** #334155 (slate-700)
  - **Borders / Dividers:** #E2E8F0 (slate-200)
  - **Page Background:** #F8FAFC (slate-50)
  - **Card Background:** #FFFFFF
  - **Subtle Panels:** #EEF2FF (indigo-50)
- 

### 4) Usage Rules (Non-Negotiable)

**Purple** #5E17EB

**Allowed:** - Primary CTAs - Navigation (active states) - Brand accents - Focus states

**Not allowed:** - Success indicators - Error states

---

**Sky Blue** #38BDF8

**Allowed:** - Info icons - Tooltips - "Preview", "New", "Info" badges - Micro highlights (lines, dots)

**Not allowed:** - Card backgrounds - Section backgrounds - Buttons

---

**Green** #22C55E

**Allowed:** - Progress bars - Completion badges - Certificates - Verified indicators

**Not allowed:** - CTAs - Navigation - Branding

---

**Orange** #F97316

**Allowed:** - ONE high-priority CTA per screen (max) - "Upgrade", "Enroll", monetization actions - Small, dismissible urgency banners

**Not allowed:** - Navigation - Repeating buttons - Passive notifications

---

**Red** #EF4444

**Allowed:** - Errors - Destructive actions

**Never:** - Branding - Marketing CTAs

---

## 5) Text on Color (Contrast-Safe)

- On **Purple**: #FFFFFF or #EEF2FF
  - On **Green**: #052E16 or #0F172A
  - On **Blue**: #082F49 or #0F172A
  - On **Orange**: #431407 or #0F172A
  - On **Red**: #FFFFFF (bold only)
- 

## 6) Tailwind Tokens (Example)

```
// tailwind.config.ts
colors: {
  brand: {
    DEFAULT: '#5E17EB',
    soft: '#EEF2FF'
  },
  info: '#38BDF8',
  success: '#22C55E',
  action: '#F97316',
  danger: '#EF4444'
}
```

---

## 7) Button Variants (Canonical)

- **Primary**: brand / purple
  - **Secondary**: neutral outline or slate fill
  - **Success**: green (system-generated only)
  - **Action**: orange (rare, monetization only)
  - **Danger**: red
- 

## 8) What This Prevents

- Color overload

- Inconsistent CTAs
  - Misleading success signals
  - "Marketing SaaS" look
  - Rework when dashboards & certificates expand
- 

**If a color is used outside its semantic role, that is a bug, not a preference.**