

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.
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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
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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)
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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)
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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
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8) What This Prevents

- Color overload

- Inconsistent CTAs
 - Misleading success signals
 - "Marketing SaaS" look
 - Rework when dashboards & certificates expand
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If a color is used outside its semantic role, that is a bug, not a preference.