

# Colour



## Light mode colour palette

This is our default colour palette which distinguishes our brand and helps us create consistent experiences across products.

### Background

Our light background palette is comprised of a default background colour (#FFFFFF). This will form the foundations of page UI within dark mode, from which other components can be placed.



**Default background**  
HEX code: #FFFFFF

### Primary palette

Our primary palette is comprised of neutrals, white, and blue, yellow to bring boldness to our brand and is used in logical ways throughout product to guide the eye and highlight the important bits. We add warmer, secondary palette colors throughout to soften the experience and to impart confidence and optimism.

Deep slate (#00313C) is used primarily for text and headings, and canvas (#FCFCFC) for text and headings when are overlaid on dark backgrounds. Yellow (#FFA500) for primary buttons.



**Deep slate**  
HEX code: #00313C



**Canvas**  
HEX code: #FCFCFC



**Yellow**  
HEX code: #FFA500

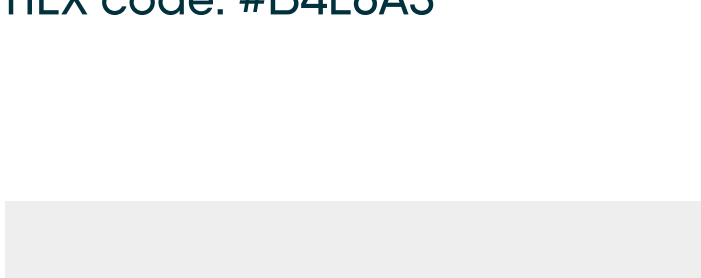
### Secondary palette

Our secondary palette contains a variety of colors to keep things fresh and interesting. We lean on these colours more frequently when brand awareness is high, or on our own properties where we control the surrounding environment. When used in conjunction with our primary palette, these colours make every moment feel on-brand and every interaction informative.

We use blue (#1EBEE6) for selected states and info. Green (#B4E6A5) for completed states and positive interactions. Red (#DC3545) for incomplete, error or warning states.



**Blue**  
HEX code: #1EBEE6



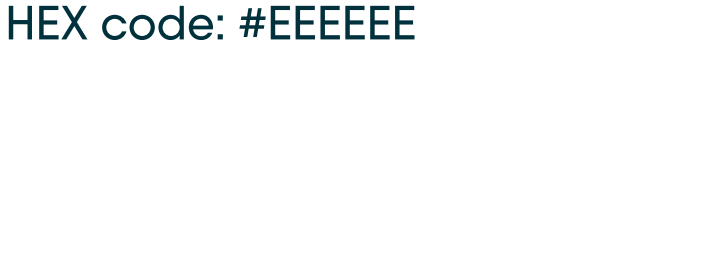
**Green**  
HEX code: #B4E6A5



**Red**  
HEX code: #DC3545



**Dark**  
HEX code: #46003C



**Light**  
HEX code: #EEEEEE

### Extended palette

Body text grey will be used for copy in paragraphs, the colour will compliment the deep slate colour which is used for heading copy. The muted grey colour will be used for borders and optional relevant components to differentiate between the background and a piece of content.

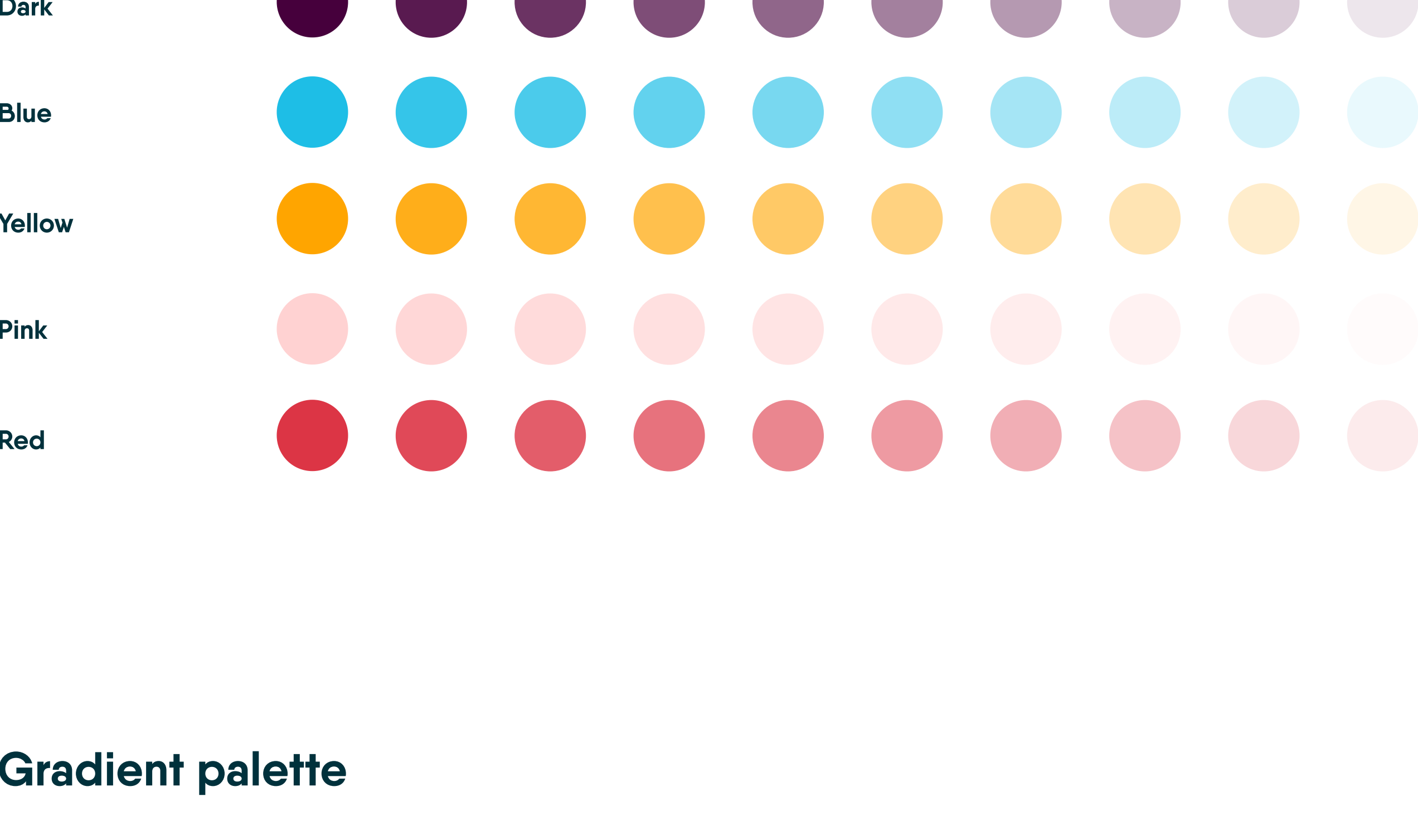


**Muted**  
HEX code: #9D9D9D



**Body text grey**  
HEX code: #595959

### Colour tints



### Gradient palette

Our gradient palette is design to inject vibrancy to the product user experience. It is used as background in small amounts to compliment the design. Gradient palette cannot be used in text format and must only be used in background elements sparingly.



**Gradient 1**  
HEX code: #B4EBA5 - #1EBEE6



**Gradient 2**  
HEX code: #00313C - #1EBEE6



**Gradient 3**  
HEX code: #00313C - #B4EBA5



**Gradient 3**  
HEX code: #00313C - #B4EBA5



**Gradient 3**  
HEX code: #00313C - #B4EBA5



**Gradient 3**  
HEX code: #00313C - #B4EBA5

### Semantic colour

Our design system emphasises the use of semantic colour to aid users in various ways. Colours are employed to help users find people, identify status, visualise actions, locate assistance, and comprehend next steps. By consistently applying colour in a purposeful manner, we reduce cognitive load and create a unified and engaging user experience.

	Blue	Neutral	Green	Yellow	Red
<b>Messages</b>	Inform		Success	Warning	Error
<b>Status</b>		Not started	Approved	Pending	Incomplete
<b>Risk</b>			Low	Medium	High
<b>States</b>	Selected		Positive		Negative
<b>Priority</b>			Low	Medium	High

### Wider colour palette

The wider colour palette is a range of colours that can be used in instances where colours can help with categorisation – calendar events, user types, applied filters, etc. They should not be used for status indications, in brand assets (print media, videos), or throughout the UI. Instead, use them sparingly and only when meaningful and functional for the user – see [Tags](#).

	DEFAULT STATE	HOVER STATE	PRESSED STATE
Wider colour 1 (default)	#EEEEEE	#E0E0E0	#D6D6D6
Wider colour 2	#BED7F6	#DFCEE8	#D4C2DD
Wider colour 3	#BEE8F8	#B6DEED	#ABD1DF
Wider colour 4	#A6DCC7	#98CBB7	#95C6B3
Wider colour 5	#FAD0DA	#EFC8D1	#E1BCD4
Wider colour 6	#AFCCE2	#A6C1E5	#9EB8DA
Wider colour 7	#FFD2B4	#F4CAAF	#E6C8A2
Wider colour 8	#CDF0F2	#C2E3E5	#B9D8DA
Wider colour 9	#FFABC2	#F5A2B9	#E69AAF
Wider colour 10	#DCEAF2	#CFDCE3	#C6D3DA
Wider colour 11	#EEBCB3	#E3B2A9	#D6A9A1
Wider colour 12	#F0BDF6	#E3B2F2	#D8AAE6
Wider colour 13	#FFF8CF	#F0E9C2	#E6DFBA
Wider colour 14	#92E3DF	#8AD9D6	#83CCD9
Wider colour 15	#FEEAE8	#F8E1DF	#F4E0DE
Wider colour 16	#8BC3A6	#81B59A	#7DB095
Wider colour 17	#FFE0A6	#F2E5A0	#FEF0A6
Wider colour 18	#FFBDAA	#F2B69D	#E6AA90
Wider colour 19	#CBEFE1	#C2E3D7	#CBEFE1
Wider colour 20	#FFDD90	#F2D28A	#E6C782
Wider colour 21	#97DBF2	#8FD0E6	#8BCSDA
Wider colour 22	#FFAF91	#F0A68B	#E69E83
Wider colour 23	#C2DCD9	#B9D1CE	#AFC6C3

### Established user colours

Components can be associated with a range of user types – from vendor profiles to business details – and to distinguish them, we can use an icon and a colour in the empty image state.

Business	Page	Contact	Lettings	Sales	Landlord
Contractor	Vendor	Tenant	Sales applicant		

Version control: V1.5 added  
Date of design update: 08.03.2024  
Notable updates: Added in wider colour palette  
Added in user type colours

Version control: V1 added  
Date of design update: 19.05.2023  
Notable updates: N/A