

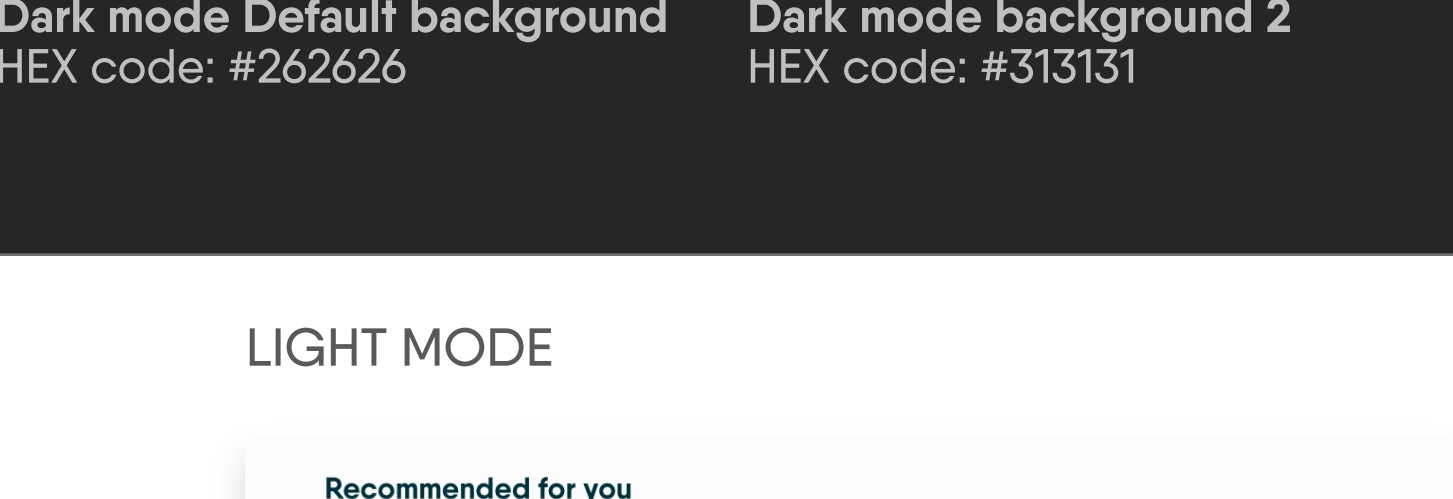
# Colour

## Dark mode colour palette

Our brand dark mode ensures inclusivity and accessibility fore a wider range of users. It should be taken into consideration when designing new components, features and pages within our UI.

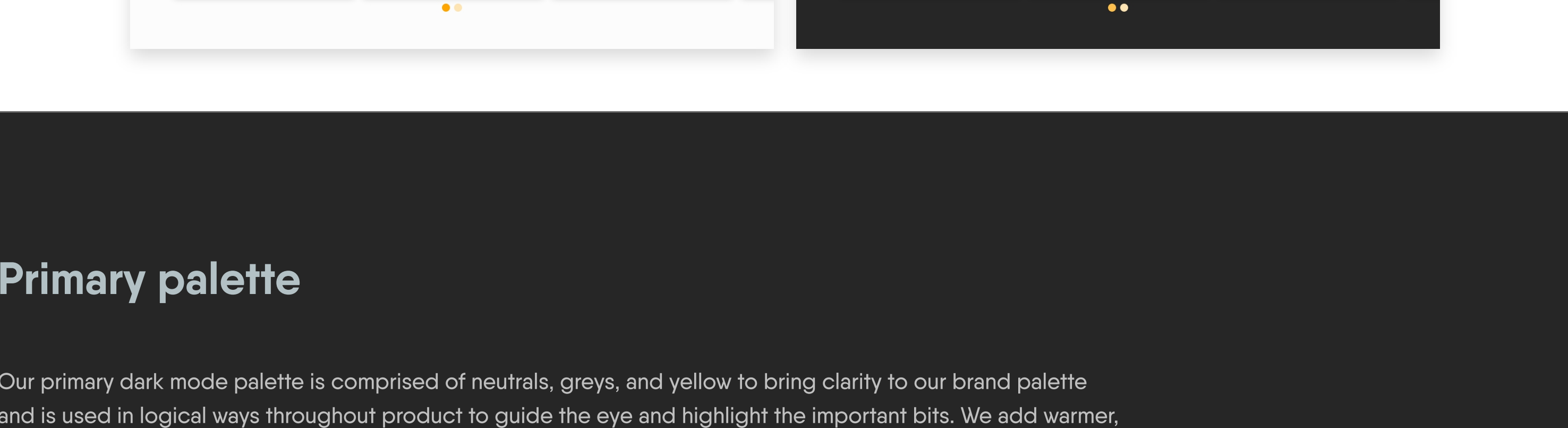
### Background

Our dark mode background palette is comprised of a default background colour (#262626) and a second background colour (#313131) which will be applied to items that also have a drop shadow applied to them. This will form the foundations of page UI within dark mode, from which other components can be placed.



Dark mode Default background  
HEX code: #262626

Dark mode background 2  
HEX code: #313131



### Primary palette

Our primary dark mode palette is comprised of neutrals, greys, and yellow to bring clarity to our brand palette 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 at 30% (#B3C1C5) is used primarily for text and headings, and charcoal (#262626) for page backgrounds. Yellow (#FFA500) for primary buttons which is 80% brightness of the primary yellow (#FFA500) used in light mode.



Deep slate (#00313C at 30%)  
HEX code: #B3C1C5

Off-white  
HEX code: #FCFCFC

Yellow (#FFA500 at 80%)  
HEX code: #FFC04D

### 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. Green (#B4E6A5) for completed states and positive interactions. Red (#E7727D) for incomplete or warning states.



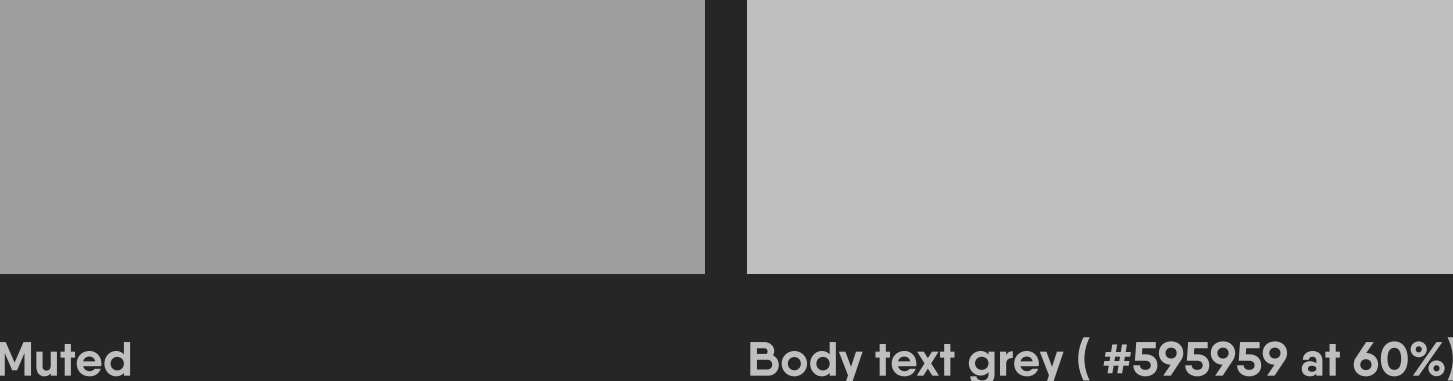
Blue  
HEX code: #35C5E9

Green  
HEX code: #B4E6A5

Red (#DC3545 at 70%)  
HEX code: #E7727D

### Extended palette

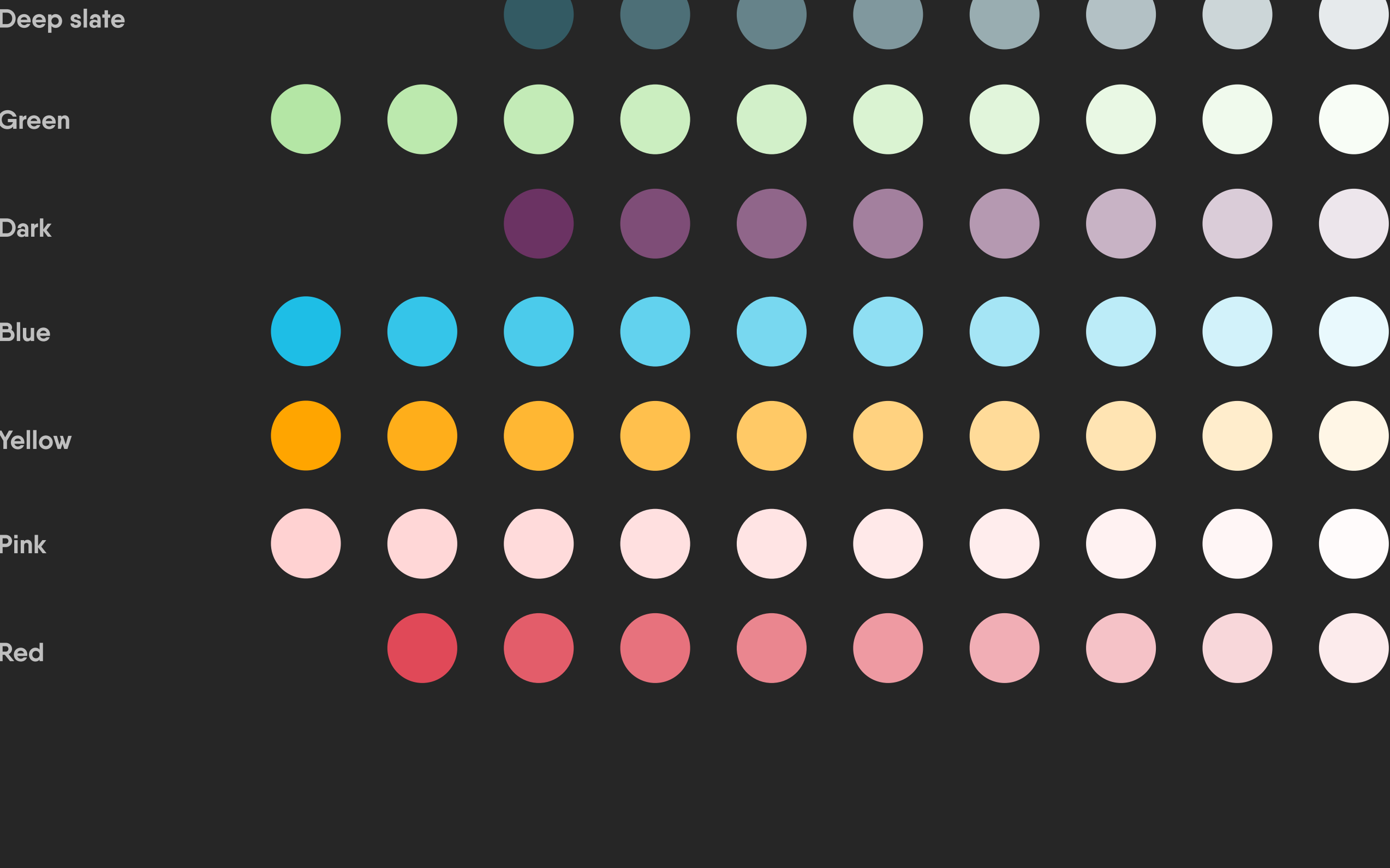
Body text grey will be used for copy in paragraphs, the colour will compliment the deep slate colour which is used for heading copy. The muted grey colour will be used for borders and optional relevant components to differentiate between the background and a piece of content.



Muted  
HEX code: #9D9D9D

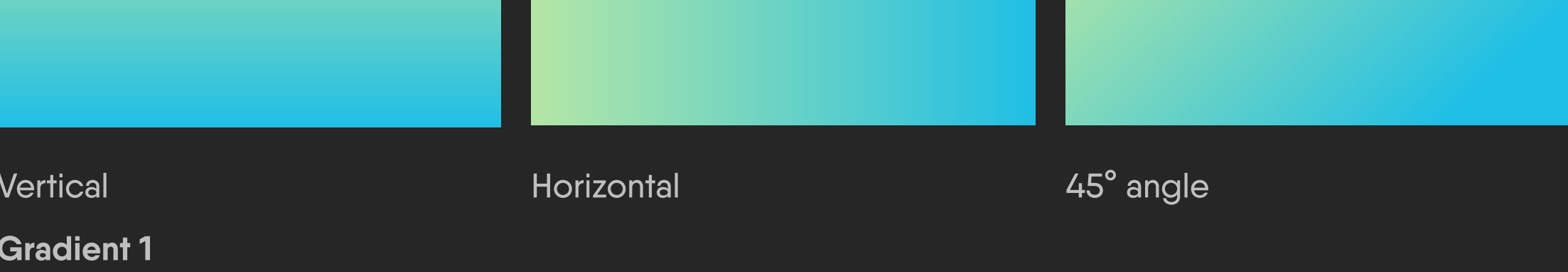
Body text grey ( #595959 at 60%)  
HEX code: #BFBFBF

### 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.



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

Horizontal

45° angle



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

Horizontal

45° angle



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

Horizontal

45° angle

### 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.



### Wider colour palette

The wider colour palette is a range of colours that can be used in instances where colours can help with categorisation - brand assets (print media, videos), etc. They should not be used for status indications, in brand assets (event 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)	<span>#EEEEEE</span> ×	<span>#E0E0E0</span> ×	<span>#D6D6D6</span> ×
Wider colour 2	<span>#EBD7F6</span> ×	<span>#DFCEE8</span> ×	<span>#D4C2DD</span> ×
Wider colour 3	<span>#BEE8F8</span> ×	<span>#B6DEED</span> ×	<span>#ABD1DF</span> ×
Wider colour 4	<span>#A6DCC7</span> ×	<span>#98CBB7</span> ×	<span>#95C6B3</span> ×
Wider colour 5	<span>#FADF0A</span> ×	<span>#EFC8D1</span> ×	<span>#E1B8C4</span> ×
Wider colour 6	<span>#AFC0F2</span> ×	<span>#A6C1E5</span> ×	<span>#9EB8DA</span> ×
Wider colour 7	<span>#FFD2B4</span> ×	<span>#F4CAAF</span> ×	<span>#E6BDA2</span> ×
Wider colour 8	<span>#CDF0F2</span> ×	<span>#C2E3E5</span> ×	<span>#B9DBDA</span> ×
Wider colour 9	<span>#FFABC2</span> ×	<span>#F5A2B9</span> ×	<span>#E69AAF</span> ×
Wider colour 10	<span>#DCEAF2</span> ×	<span>#CFDCE3</span> ×	<span>#C6D3DA</span> ×
Wider colour 11	<span>#EEBCB3</span> ×	<span>#E3B2A9</span> ×	<span>#D6A9A1</span> ×
Wider colour 12	<span>#F0BDF8</span> ×	<span>#E3B2F2</span> ×	<span>#D8AAE6</span> ×
Wider colour 13	<span>#FFF8CF</span> ×	<span>#F0E9C2</span> ×	<span>#E6DFBA</span> ×
Wider colour 14	<span>#92E3DF</span> ×	<span>#8AD9D6</span> ×	<span>#83CCD9</span> ×
Wider colour 15	<span>#FEEAE8</span> ×	<span>#F8E1DF</span> ×	<span>#F4E0DE</span> ×
Wider colour 16	<span>#B8C3A6</span> ×	<span>#81B59A</span> ×	<span>#7DB095</span> ×
Wider colour 17	<span>#FEF0A6</span> ×	<span>#F2E5A0</span> ×	<span>#FEF0A6</span> ×
Wider colour 18	<span>#FFBDA0</span> ×	<span>#F2B69D</span> ×	<span>#E6AA90</span> ×
Wider colour 19	<span>#CBEFE1</span> ×	<span>#C2E3D7</span> ×	<span>#CBEFE1</span> ×
Wider colour 20	<span>#FFDD90</span> ×	<span>#F2D28A</span> ×	<span>#E6C782</span> ×
Wider colour 21	<span>#97DBF2</span> ×	<span>#8FD0E6</span> ×	<span>#88C5DA</span> ×
Wider colour 22	<span>#FFAF91</span> ×	<span>#F0A68B</span> ×	<span>#E69EB3</span> ×
Wider colour 23	<span>#C2DCD9</span> ×	<span>#B9D1CE</span> ×	<span>#AFC6C3</span> ×

### 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.

