Novis Website Color Theme

1.Novis Website Color Theme Analysis

Primary Color

Dark Blue:

The website predominantly uses a dark blue color (approximately #1E3A8A) as the primary color, applied to key elements such as the navigation bar, buttons, and headings. This color conveys a brand image of professionalism, trust, and stability.

Secondary Colors

Light Blue:

Used to highlight information and links, enhancing the visual hierarchy.

Gray Tones:

Used for backgrounds, borders, and secondary text to ensure readability and a clearly structured interface.

Gray Scale

Background Color:

White or light gray (e.g., #F9FAFB) is mainly used for backgrounds to ensure clear content presentation.

Text Color:

Dark gray (e.g., #1F2937) is used for body text, while light gray (e.g., #6B7280) is used for secondary information, improving overall readability.

Status Colors

Green:

Represents success or positive states, such as successful form submission messages.

Red:

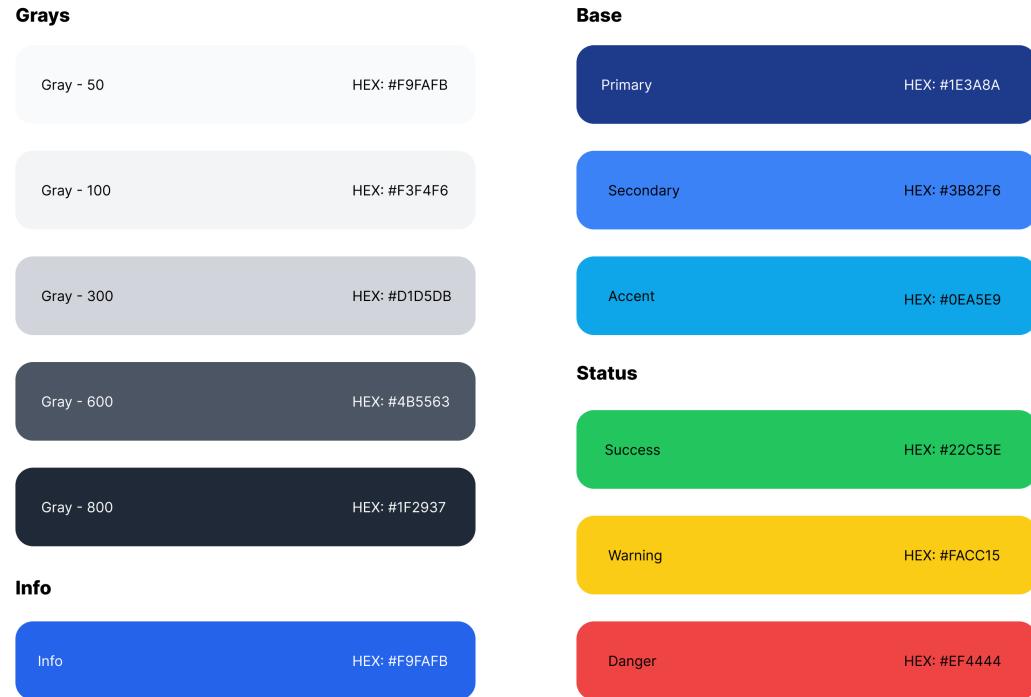Indicates errors or warnings, such as form validation issues.

Yellow:

Used for informative alerts, such as warnings or important notices.

Color Theme Summary

The color scheme of the Novis website reflects the characteristics of the healthcare industry. The use of dark blue as the primary color conveys professionalism and trust. The application of secondary and grayscale colors enhances the interface's visual hierarchy and

readability. The inclusion of status colors enables users to quickly identify different types of alerts, improving the overall user experience.

Grays

Gray - 50	HEX: #F9FAFB
Gray - 100	HEX: #F3F4F6
Gray - 300	HEX: #D1D5DB
Gray - 600	HEX: #4B5563
Gray - 800	HEX: #1F2937

Info

Info	HEX: #F9FAFB

Base

Primary	HEX: #1E3A8A
Secondary	HEX: #3B82F6
Accent	HEX: #0EA5E9

Status

Success	HEX: #22C55E
Warning	HEX: #FACC15
Danger	HEX: #EF4444

2. Core Palette

Type	HEX	Recommended Usage
Primary	#1E3A8A	Primary buttons, links, header navigation, CTAs
Secondary	#3B82F6	Secondary buttons, hover effects, emphasized borders
Accent	#0EA5E9	Icons, subtle highlights, accent elements
Success	#22C55E	Success messages, completed orders, form validation
Warning	#FACC15	Low stock alerts, payment cautions
Danger	#EF4444	Form errors, payment failures, delete warnings
Info	#2563EB	System notifications and informational messages

3. Gray Scale System (for layout and typography)

Name	HEX	Recommended Usage
Gray-50	#F9FAFB	Page background
Gray-100	#F3F4F6	Card background, input field background

Gray-300	#D1D5DB	Dividers, table borders
Gray-600	#4B5563	Body text, standard icons
Gray-800	#1F2937	Headings, emphasized text