

# OUR COLOUR PALETTE

Our colour palette is designed to live vibrantly on digital media.

The palette consists of:

1. Primary colour + *2 light & 2 dark variants*
2. Secondary colour + *2 light & 2 dark variants*
3. Additional tertiary colours + *2 light & 2 dark variants*

Each colour has a different purpose & a different usage, but what they all have in common is that they harmoniously come together - allowing us to apply them in a meaningful way, *achieving content hierarchy, text and element legibility, and an expressive identity.*

## PRIMARY

The colour that we use the most.

## SECONDARY

Compliments and accents the primary colour.

## TERTIARY

For additional data visualization.

## LIGHT & DARK VARIANTS

Help distinguish UI elements with the use of contrast and layering.

# HIERARCHY

# LEGIBILITY

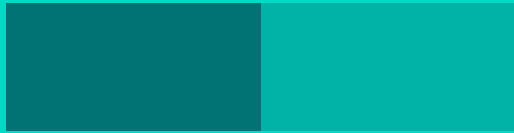
# EXPRESSION

PRIMARY COLOURS  
& VARIANTS

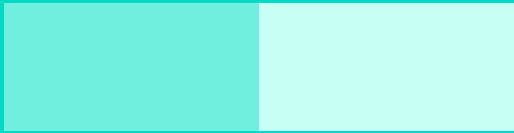


# 6 2 3 9 f 2  
AND  
# 1 9 1 9 1 9  
ARE  
OUR  
PRIMARY  
COLOURS

SECONDARY COLOUR  
& VARIANTS

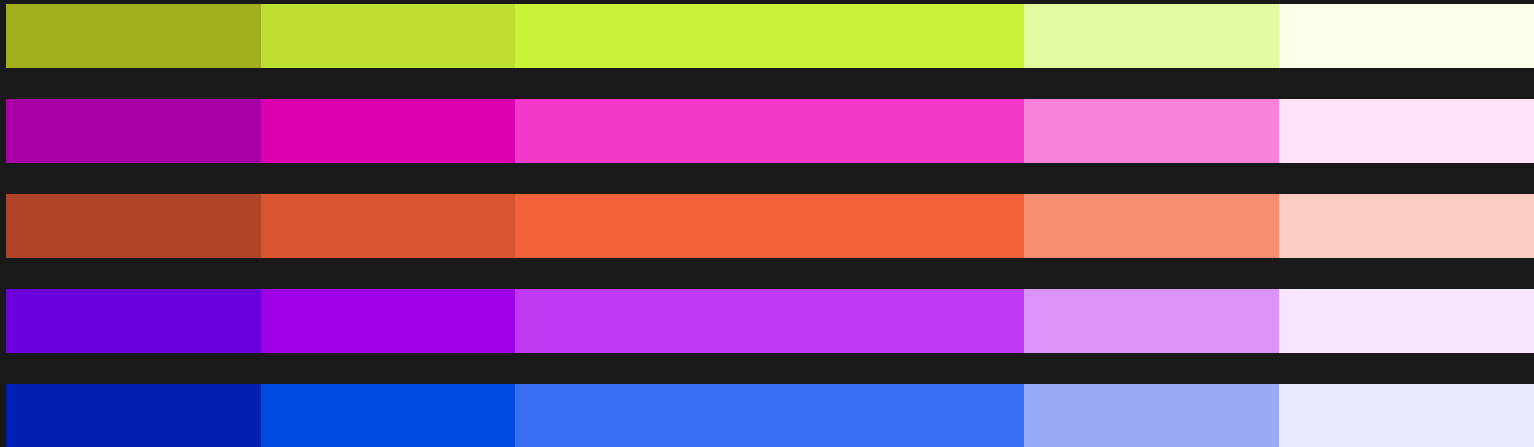


s



# 0 3 d a c 6  
IS  
OUR  
SECONDARY  
COLOUR

TERTIARY COLOURS  
& VARIANTS



# c a f 2 3 9  
# f 2 3 9 c a  
# f 2 6 1 3 9  
# b e 3 9 f 2  
# 3 9 6 d f 2  
ARE  
OUR  
TERTIARY  
COLOURS