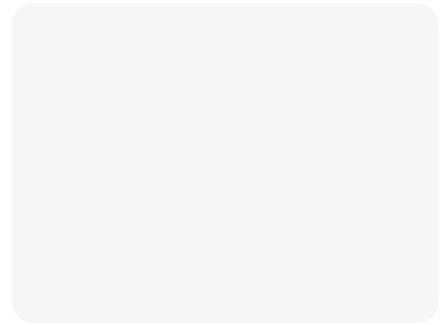


# Color

Color for True North Employee Benefits is designed to convey trust, stability, and clarity. The palette emphasizes deep blues for credibility, warm neutrals for approachability, and restrained accent tones to support clarity without distraction.

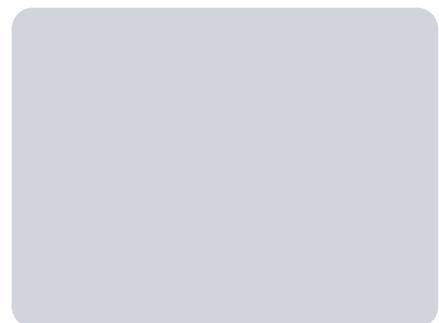
## PRIMARY BRAND COLORS



True North Navy (Primary)    True North Gold (Accent)

White

## SECONDARY / NEUTRAL PALETTE



Dark Gray  
#1F2937  
Body text, headings on  
light backgrounds

Mid Gray  
#6B7280  
Secondary text,  
captions, metadata

Light Gray  
#D1D5DB  
Dividers, borders,  
UI outlines

**Color Usage Guidelines:** Primary brand colors should be used to establish hierarchy and trust. Accent colors should be used sparingly to draw attention without overwhelming content. Neutral grays support readability, accessibility, and visual balance across layouts. Color combinations must meet WCAG AA contrast standards for text and interactive elements.

Background Gray  
#F5F5F5  
Section backgrounds,  
panels