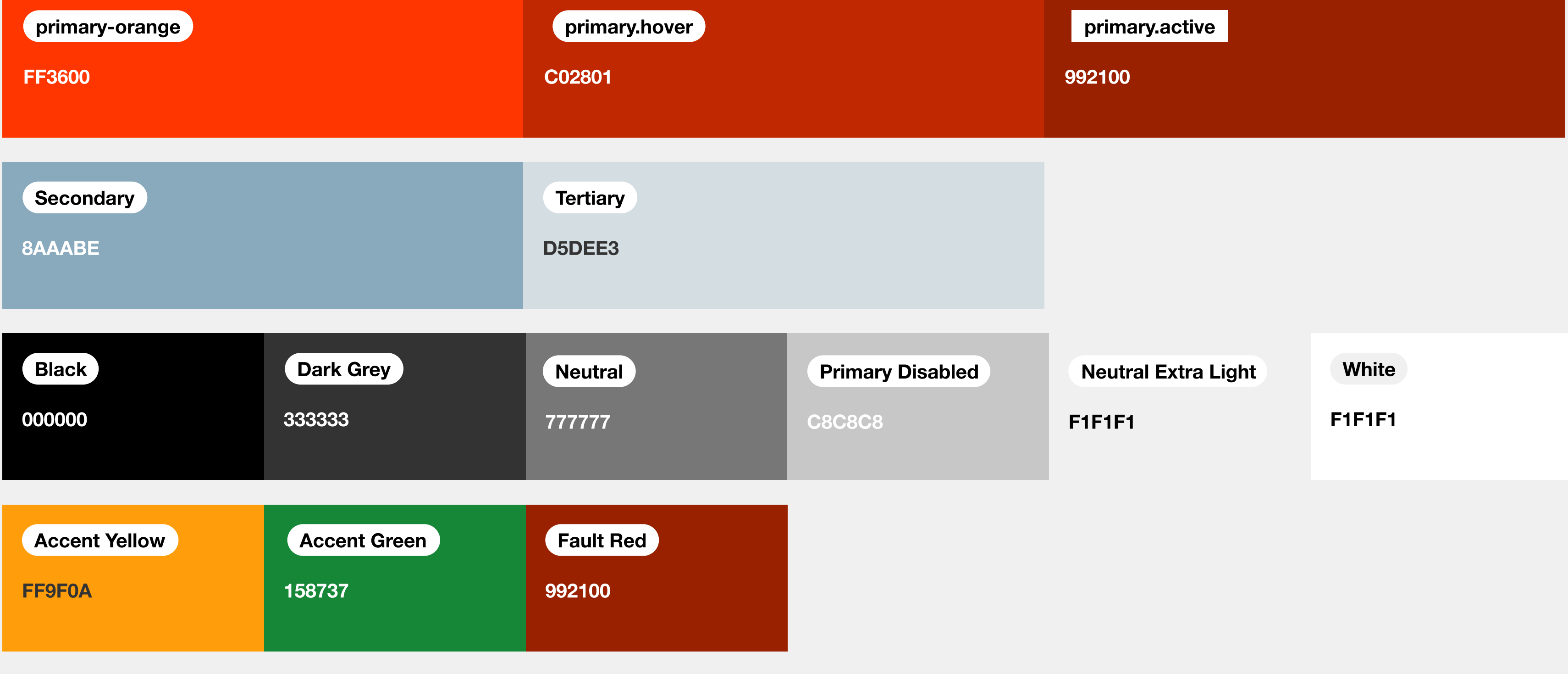


Color

In our design system, we've organized our colors into distinct families to achieve a harmonious and structured visual experience.



In Bobcat interface, we use color to convey meaning and do not use it for decoration. Color is a tool for managing the user's attention: it helps to highlight the main thing, and not to distract from what is important. In our design system, we've **organized our colors into distinct families** to achieve a harmonious and structured visual experience. Each color family in Bobcat interfaces solves a specific task:

Core Primary Orange Family

The core Primary Orange family serves as the primary action color across all our products and experiences. This vibrant family of colors is fundamental in guiding users' attention to essential action items and calls to action.

Secondary Color Family

The secondary color family provides additional diversity to our color palette while maintaining harmony with our brand identity. These colors can be used for various interface elements, such as background, icons, decorative elements, and more. They offer flexibility in design while ensuring a consistent look and feel.

Neutral Gray Family

The neutral gray family is dominant and plays a crucial role in organizing content into distinct zones. It relies on subtle shifts of shades to create visual separation and hierarchy within our designs.

Accessible Color Combinations

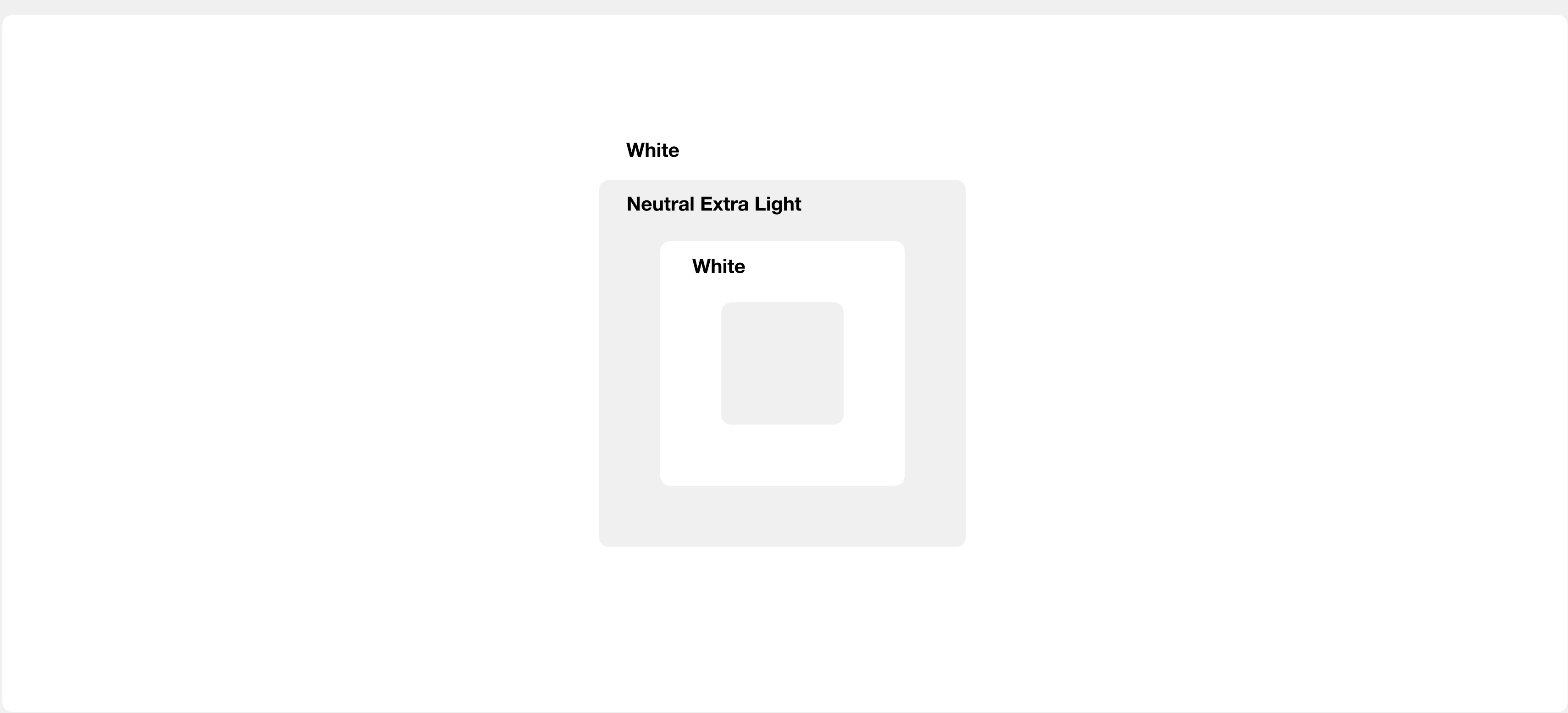
BG COLOR	TEXT COLOR	FONT SIZE
<div>primary-orange</div> <div>FF3600</div>	white	<div>Headlines</div> <div>Caption Condensed Bold</div> <div>Body Medium</div> <div>Body Bold</div> <div>Body Condensed Bold</div> <div>Button</div>
<div>primary-hover</div> <div>C02801</div>	white	<div>Headlines</div> <div>Caption Regular</div> <div>Caption Condensed Bold</div> <div>Body Regular</div> <div>Body Medium</div> <div>Body Bold</div> <div>Body Condensed Bold</div> <div>Button</div> <div>Link 14</div> <div>Link 16</div>
<div>primary.active</div> <div>992100</div>	white	<div>Headlines</div> <div>Caption Regular</div> <div>Caption Condensed Bold</div> <div>Body Regular</div> <div>Body Medium</div> <div>Body Bold</div> <div>Body Condensed Bold</div> <div>Button</div> <div>Link 14</div> <div>Link 16</div>
<div>secondary</div> <div>8AAABE</div>	black <div>dark-grey</div>	<div>Headlines</div> <div>Caption Regular</div> <div>Caption Condensed Bold</div> <div>Body Regular</div> <div>Body Medium</div> <div>Body Bold</div> <div>Body Condensed Bold</div> <div>Button</div> <div>Link 14</div> <div>Link 16</div>
<div>tertiary</div> <div>D5DEE3</div>	black <div>dark-grey</div>	<div>Headlines</div> <div>Caption Regular</div> <div>Caption Condensed Bold</div> <div>Body Regular</div> <div>Body Medium</div> <div>Body Bold</div> <div>Body Condensed Bold</div> <div>Button</div> <div>Link 14</div> <div>Link 16</div>
<div>black</div> <div>000000</div>	white	<div>Headlines</div> <div>Caption Regular</div> <div>Caption Condensed Bold</div> <div>Body Regular</div> <div>Body Medium</div> <div>Body Bold</div> <div>Body Condensed Bold</div> <div>Button</div> <div>Link 14</div> <div>Link 16</div>
<div>dark-grey</div> <div>333333</div>	white	<div>Headlines</div> <div>Caption Regular</div> <div>Caption Condensed Bold</div> <div>Body Regular</div> <div>Body Medium</div> <div>Body Bold</div> <div>Body Condensed Bold</div> <div>Button</div> <div>Link 14</div> <div>Link 16</div>
<div>neutral</div> <div>777777</div>	white	<div>Headlines</div> <div>Body Medium</div> <div>Body Bold</div> <div>Body Condensed Bold</div> <div>Button</div> <div>Link 14</div> <div>Link 16</div>
<div>primary-disabled</div> <div>C8C8C8</div>	black	<div>Headlines</div> <div>Caption Regular</div> <div>Caption Condensed Bold</div> <div>Body Regular</div> <div>Body Medium</div> <div>Body Bold</div> <div>Body Condensed Bold</div> <div>Button</div> <div>Link 14</div> <div>Link 16</div>
<div>neutral-extra-light</div> <div>F1F1F1</div>	black	<div>Headlines</div> <div>Caption Regular</div> <div>Caption Condensed Bold</div> <div>Body Regular</div> <div>Body Medium</div> <div>Body Bold</div> <div>Body Condensed Bold</div> <div>Button</div> <div>Link 14</div> <div>Link 16</div>
<div>white</div> <div>F1F1F1</div>	<div>primary-orange</div> <div>primary-active</div> <div>secondary</div> <div>black</div> <div>dark-grey</div> <div>neutral</div> <div>accent-green</div>	<div>Headlines</div> <div>Caption Condensed Bold</div> <div>Body Medium</div> <div>Body Bold</div> <div>Body Condensed Bold</div> <div>Button</div> <div>Link 14</div> <div>Link 16</div>
<div>accent-yellow</div> <div>FF9F0A</div>	black <div>dark-grey</div>	<div>Headlines</div> <div>Caption Condensed Bold</div> <div>Body Medium</div> <div>Body Bold</div> <div>Body Condensed Bold</div> <div>Button</div> <div>Link 14</div> <div>Link 16</div>
<div>accent-green</div> <div>158737</div>	black <div>dark-grey</div> <div>white</div>	<div>Headlines</div> <div>Caption Condensed Bold</div> <div>Body Medium</div> <div>Body Bold</div> <div>Body Condensed Bold</div> <div>Button</div> <div>Link 14</div> <div>Link 16</div>

Background

The content area is a white sheet on a gray background.

This helps to focus attention and reduces eye strain.

Gray background divides the content into semantic blocks and groups the elements on the page.



Black, white, and shades of gray - working colors for displaying and structuring information on the screen to differ from the competitors, and for the user to understand where he got.

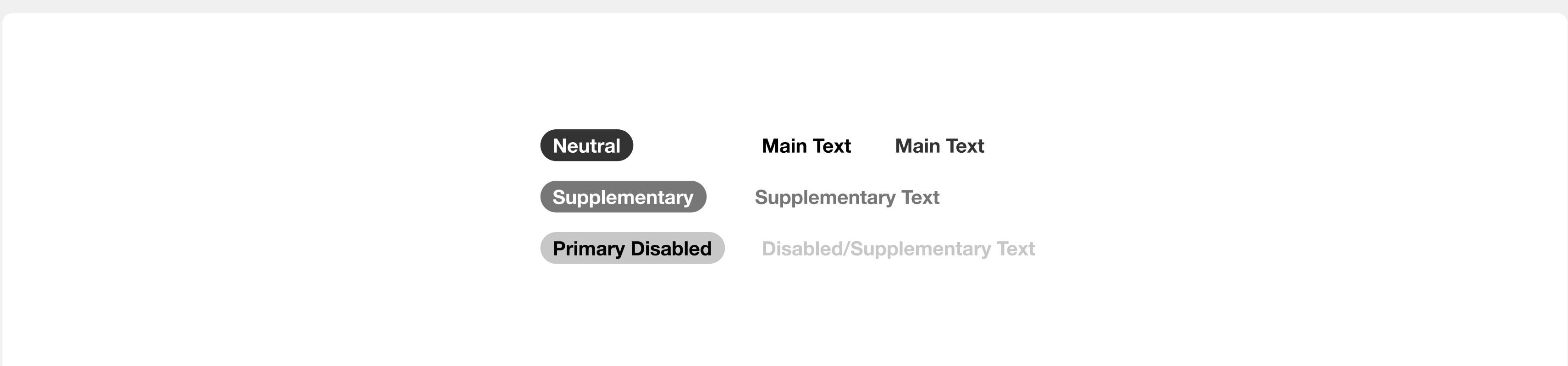


Text

The content area is a white sheet on a gray background.

This helps to focus attention and reduces eye strain.

Gray background divides the content into semantic blocks and groups the elements on the page.



Semantic Colors

Primary Orange is default link color. The same color can be used for interface elements with which you can interact

Positive Green - for success messages, successful completion

Fault Red - for success messages, successful completion

Accent Yellow - To draw the user's attention to important information regarding his work in the interface

