

Color History



Cyan Cobalt Blue

RGBA: RGBA(38, 86, 160, 1.00)
HEX: #2656A0
HSL: HSLA(216, 62%, 39%, 1.00)



Aero

RGBA: RGBA(125, 192, 222, 1.00)
HEX: #7DC0DE
HSL: HSLA(199, 60%, 68%, 1.00)



Barley Corn

RGBA: RGBA(162, 134, 91, 1.00)
HEX: #A2865B
HSL: HSLA(36, 28%, 50%, 1.00)



Gray Nurse

RGBA: RGBA(208, 215, 205, 1.00)
HEX: #D0D7CD
HSL: HSLA(102, 11%, 82%, 1.00)



Fountain Blue

RGBA: RGBA(83, 182, 177, 1.00)
HEX: #53B6B1
HSL: HSLA(177, 40%, 52%, 1.00)



Cyan Cobalt Blue

RGBA: RGBA(34, 76, 157, 1.00)
HEX: #224C9D
HSL: HSLA(220, 64%, 37%, 1.00)



Light French Beige

RGBA: RGBA(197, 170, 122, 1.00)
HEX: #C5AA7A
HSL: HSLA(38, 39%, 63%, 1.00)

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Colors: 7

Made with Sip

BoatX Style Guide

Brand Colors

Primary Colors

- **Ocean Blue** (#2656A0)
 - Primary brand color
 - Used for headers, primary navigation, and key messaging
 - Represents trust, professionalism, and maritime heritage
- **Coastal Blue** (#7DC0DE)
 - Secondary brand color
 - Used for interactive elements and highlights
 - Represents clear waters and sunny skies
- **Aqua Teal** (#53B6B1)
 - Action color
 - Used for CTAs and important buttons
 - Represents fresh, modern approach to boating

Secondary Colors

- **Sand Gold** (#A2865B)
 - Accent color
 - Used for premium features and highlights
 - Represents luxury and beach elements
- **Fog Grey** (#D0D7CD)
 - Neutral color
 - Used for backgrounds and subtle elements
 - Represents sea mist and clean design

Typography

Headers

- Font Family: "Playfair Display"
- Weights: Regular (400), Bold (700)
- Use Cases:
 - H1: 48px/60px, Ocean Blue
 - H2: 36px/44px, Ocean Blue
 - H3: 24px/32px, Ocean Blue
 - H4: 20px/28px, Sand Gold

Body Text

- Font Family: "Inter"
- Weights: Regular (400), Medium (500)
- Body: 16px/24px
- Small: 14px/20px
- Color: #333333 (80% black)

Components

Buttons

Primary Button

- Background: Aqua Teal (#53B6B1)
- Text: White
- Padding: 16px 32px
- Border Radius: 8px
- Hover: Lighten 10%

Secondary Button

- Background: Transparent
- Border: 2px solid Ocean Blue (#2656A0)
- Text: Ocean Blue
- Padding: 14px 30px

- Border Radius: 8px
- Hover: Ocean Blue background, White text

Cards

Tour Card

- Background: White
- Border Radius: 12px
- Shadow: 0 4px 6px rgba(0, 0, 0, 0.1)
- Image Height: 240px
- Padding: 24px

Feature Card

- Background: Fog Grey (#D0D7CD)
- Border Radius: 8px
- Padding: 32px
- Icon Color: Ocean Blue

Navigation

Main Menu

- Background: White
- Text: Ocean Blue
- Active: Sand Gold
- Hover: Coastal Blue

Mobile Menu

- Background: Ocean Blue
- Text: White
- Active: Sand Gold

Imagery

Photography Style

- High contrast
- Bright, natural lighting
- Focus on blues and whites
- Feature luxury boats and ocean views
- Include people enjoying activities

Icons

- Style: Two-tone
- Primary Color: Ocean Blue
- Secondary Color: Sand Gold
- Stroke Width: 2px
- Size: 24x24px (default)

Spacing System

Margins

- Desktop: 32px, 64px, 96px
- Tablet: 24px, 48px, 72px
- Mobile: 16px, 32px, 48px

Padding

- Components: 24px
- Sections: 64px (top/bottom)
- Container: 5% (left/right)

Grid System

Desktop (1200px+)

- 12 columns
- 30px gutters
- 70px margins

```
### Tablet (768px - 1199px)
- 8 columns
- 20px gutters
- 40px margins

### Mobile (320px - 767px)
- 4 columns
- 16px gutters
- 20px margins
```

Salty Pelican Style Guide

Brand Colors

Primary Colors

- **Pelican Blue** (#1E88E5)
 - Derived from logo
 - Primary brand color for headers and key elements
- **Ocean Blue** (#13293D)
 - Deep blue for contrast and professionalism
 - Used in navigation and footers
- **Sky Blue** (#7DC0DE)
 - Matches logo's gradient
 - Used for accents and highlights

Secondary Colors

- **Sand White** (#FFFFFF)
 - Clean background color
 - Text on dark backgrounds
- **Coastal Grey** (#F5F7F9)
 - Light backgrounds
 - Secondary sections

Typography

Headers

- Font Family: "Montserrat"
- Weights: Semi-Bold (600), Bold (700)
- Use Cases:
 - H1: 48px/60px, Ocean Blue
 - H2: 36px/44px, Pelican Blue
 - H3: 24px/32px, Ocean Blue
 - H4: 20px/28px, Pelican Blue

Body Text

- Font Family: "Open Sans"
- Weights: Regular (400), Medium (500)
- Body: 16px/24px
- Small: 14px/20px
- Color: #2C3E50 (Dark Blue-Grey)

Logo Usage

- Minimum size: 48px height
- Clear space: Equal to 'P' height in logo
- Background: Prefer white or light backgrounds
- Don't: Stretch, recolor, or add effects

Cyan Cobalt Blue



2656A0

Main

Aero



7DC0DE

Fountain Blue



53B6B1

Barley Corn



A2865B

Grey Nurse



D0D7CD