

SECTION 3

# Colors

# Colors

## Primary

Color is a key piece to any brand. Anchore aims to use color intentionally to help communicate a message, a mood, and a meaning. Each brand color can be used at varying opacity, never less than 50%, and following an acceptable Color Combination. Anchore Blue is the primary brand color. Darkmode Blue is reserved for dark backgrounds.




Anchore Blue

HEX: #0E40C0  
RGB: 14, 64, 192  
CMYK: 100, 83, 0, 0




Black

HEX: #0F131F  
RGB: 15, 19, 31  
CMYK: 82, 74, 57, 75

Soft White

HEX: #F2F5F8  
RGB: 242, 245, 248  
CMYK: 4, 2, 1, 0



  


Darkmode Blue

HEX: #3E66CD  
RGB: 62, 102, 205  
CMYK: 88, 63, 0, 0



## Gray

Gray shades are used for backgrounds, text, and other elements that don't require color. Anchore relies on grays and white for the majority of design to allow colors to stand out.

Darkmode Black

HEX: #20242E  
RGB: 32, 36, 46  
CMYK: 79, 71, 56, 65

Dark Gray

HEX: #333742  
RGB: 51, 55, 66  
CMYK: 76, 68, 52, 48


Slate Gray

HEX: #9AA7BC  
RGB: 154, 167, 188  
CMYK: 41, 29, 16, 0


Pure White

HEX: #FFFFFF  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0

# Accenent Colors

## Accent Light

Accent colors are used sparingly to create variation, focus attention, or differentiate items. They should not be used as background colors for paragraph text or for the text itself. Accents are used with varying opacity, never less than 50%.



Yellow

HEX: #F9D571  
RGB: 249, 213, 113  
CMYK: 2, 16, 73, 0



Orange

HEX: #F6AB89  
RGB: 246, 171, 137  
CMYK: 1, 45, 50, 0



Green

HEX: #99E1CF  
RGB: 153, 225, 207  
CMYK: 46, 0, 30, 0



Blue

HEX: #82BCF9  
RGB: 130, 188, 249  
CMYK: 55, 15, 0, 0



Purple

HEX: #D1B2FA  
RGB: 209, 178, 250  
CMYK: 27, 36, 0, 0





Pink

HEX: #E88199  
RGB: 232, 129, 153  
CMYK: 5, 69, 25, 0



## Accent Darkmode

Accent Darkmode colors are used in dark mode settings on Background Black.



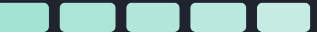

Darkmode Yellow

HEX: #FEDFB1  
RGB: 254, 223, 177  
CMYK: 0, 13, 33, 0





Darkmode Orange

HEX: #EDBBA1  
RGB: 237, 187, 161  
CMYK: 5, 32, 33, 0





Darkmode Green

HEX: #B7E4DA  
RGB: 183, 228, 218  
CMYK: 32, 0, 22, 0





Darkmode Blue

HEX: #95C8E5  
RGB: 149, 200, 229  
CMYK: 39, 9, 4, 0



Darkmode Purple

HEX: #B8A7D4  
RGB: 184, 167, 212  
CMYK: 27, 33, 0, 0



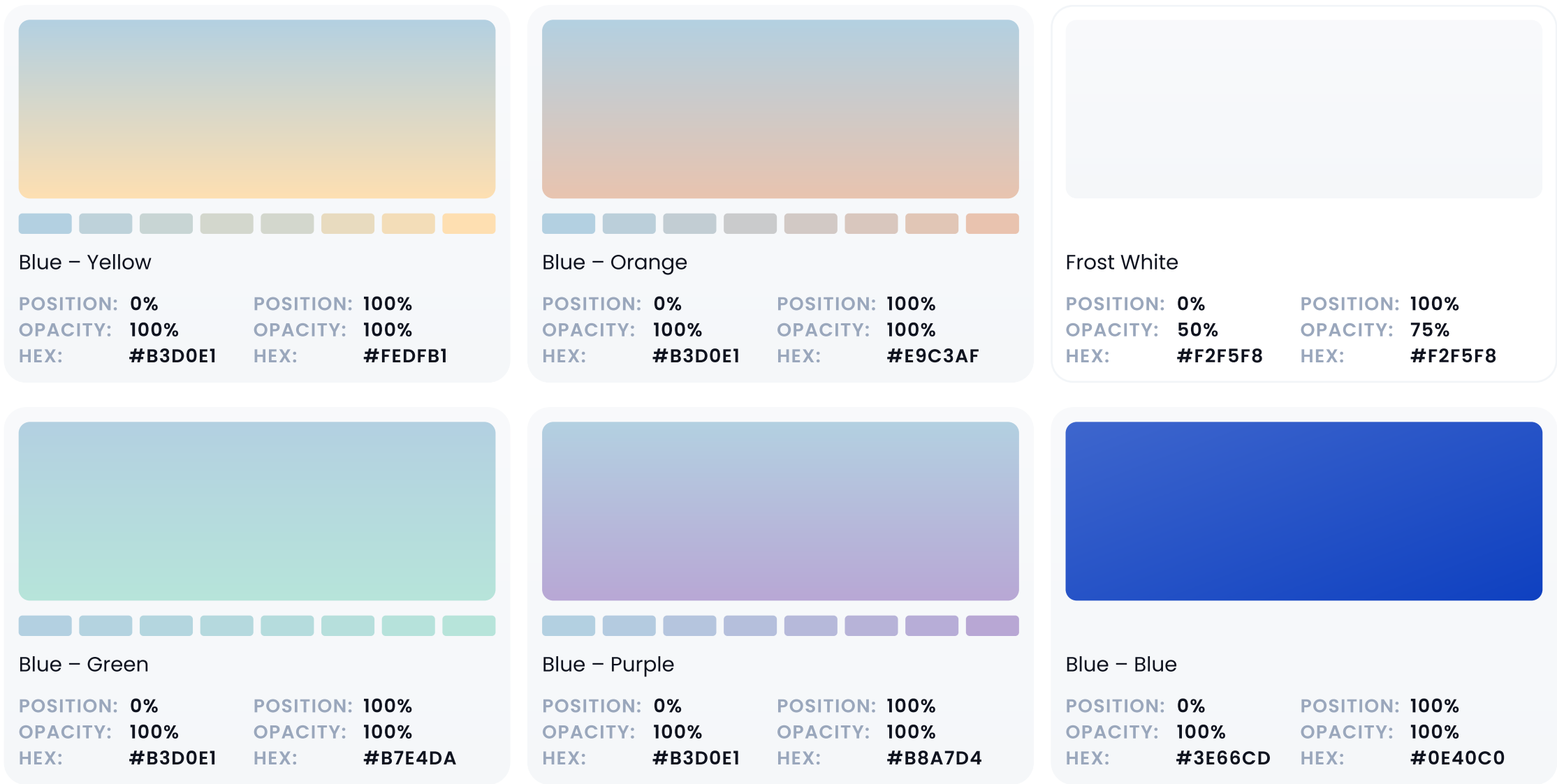
Darkmode Pink

HEX: #E593A6  
RGB: 229, 147, 166  
CMYK: 6, 57, 25, 0

# Gradient Colors

## Gradients

Gradient colors are used as background colors only. Individual gradient stops are used for sequential or diverging data sets and diagrams. Blue–Blue has a set direction of 135deg. All other gradients use either 180deg or 0deg.



# Color Combinations

## Blues

Color must be appropriately applied to elements to ensure a minimum required contrast ratio and brand consistency. Below are acceptable color combinations for text and backgrounds. Only use these combinations for text when designing interfaces that require user comprehension.

### Soft White on Blue

7.63 : 1 ✓ AA ✓ AAA

### Soft White on Blue–Blue

5.33 : 1 ✓ AA ✗ AAA

### Soft White on Darkmode Blue

4.81 : 1 ✓ AA ✗ AAA

# Color Combinations

## Gradients

Color must be appropriately applied to elements to ensure a minimum required contrast ratio and brand consistency. Below are acceptable color combinations for text and backgrounds. Only use these combinations for text when designing interfaces that require user comprehension.

### Black on Blue–Yellow

12.18 : 1 ✓ AA ✓ AAA

### Black on Blue–Orange

11.31 : 1 ✓ AA ✓ AAA

### Black on Blue–Green

12.02 : 1 ✓ AA ✓ AAA

### Black on Blue–Purple

10.02 : 1 ✓ AA ✓ AAA

# Color Combinations

## Neutrals

Color must be appropriately applied to elements to ensure a minimum required contrast ratio and brand consistency. Below are acceptable color combinations for text and backgrounds. Only use these combinations for text when designing interfaces that require user comprehension – Pure White should not be used for text on dark backgrounds.

### Soft White on Black

16.93 : 1 ✓ AA ✓ AAA

### Soft White on Darkmode Black

14.18 : 1 ✓ AA ✓ AAA

### Black on Soft White

16.93 : 1 ✓ AA ✓ AAA

### Black on Frost White

17.55 : 1 ✓ AA ✓ AAA

### Black on Pure White

18.53 : 1 ✓ AA ✓ AAA

# Color Combinations

## Don't...

Pure White text on dark backgrounds

✗ Don't use Pure White for text in any situation.

Blue or accent colors for text

✗ Don't use blue or accent colors for text

Accent colors as text background

✗ Don't use accent colors as backgrounds for text.

Gray over gradient

✗ Don't use accent colors over gradient backgrounds.  
Don't use light text over gradients.

## Do...

Soft White text on dark backgrounds

✓ Use Soft White text on dark backgrounds.

Black for text headings

✓ Use Black for text on light backgrounds and gradients

Gradient Stops as text background

✓ Use gradient stops for text backgrounds

Black over gradient

✓ Use dark, light, or brand blue colors for visual elements over gradients. Use Black for text over gradients.