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.

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.

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 Black

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

Dark Gray

HEX: #337426
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

Darkmode Blue

HEX: #3E66CD
RGB: 62, 102, 205
CMYK: 88, 63, 0, 0
**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: #E8B199
  - RGB: 232, 129, 153
  - CMYK: 5, 68, 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.

<table>
<thead>
<tr>
<th>Gradient</th>
<th>Position</th>
<th>Opacity</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue – Yellow</td>
<td>0%</td>
<td>100%</td>
<td>#B3D0E1</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>100%</td>
<td>#FEDFB1</td>
</tr>
<tr>
<td>Blue – Orange</td>
<td>0%</td>
<td>100%</td>
<td>#B3D0E1</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>100%</td>
<td>#E9C3AF</td>
</tr>
<tr>
<td>Frost White</td>
<td>0%</td>
<td>50%</td>
<td>#F2F5F8</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>75%</td>
<td>#F2F5F8</td>
</tr>
<tr>
<td>Blue – Green</td>
<td>0%</td>
<td>100%</td>
<td>#B3D0E1</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>100%</td>
<td>#B7E4DA</td>
</tr>
<tr>
<td>Blue – Purple</td>
<td>0%</td>
<td>100%</td>
<td>#B3D0E1</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>100%</td>
<td>#B8A7D4</td>
</tr>
<tr>
<td>Blue – Blue</td>
<td>0%</td>
<td>100%</td>
<td>#3E66CD</td>
</tr>
<tr>
<td></td>
<td>100%</td>
<td>100%</td>
<td>#0E40C0</td>
</tr>
</tbody>
</table>
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.

<table>
<thead>
<tr>
<th>Color Combination</th>
<th>Minimum Contrast Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black on Blue–Yellow</td>
<td>12.18 : 1</td>
</tr>
<tr>
<td>Black on Blue–Orange</td>
<td>11.31 : 1</td>
</tr>
<tr>
<td>Black on Blue–Green</td>
<td>12.02 : 1</td>
</tr>
<tr>
<td>Black on Blue–Purple</td>
<td>10.02 : 1</td>
</tr>
</tbody>
</table>
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.