

COMPLEX COLOR PALETTE GUIDE

Project: Brand Identity Reference

Ref: CPC-2024-001
Updated: Oct 24, 2023

PRIMARY SPECTRUM

Obsidian Matte HEX: #2D3436 | RGB: 45, 52, 54

Electron Blue HEX: #0984E3 | RGB: 9, 132, 227

Iris Vapor HEX: #6C5CE7 | RGB: 108, 92, 231

SECONDARY ACCENTS

Mint Glaze HEX: #00B894 | RGB: 0, 184, 148

Saffron Aura HEX: #FDCB6E | RGB: 253, 203, 110

Terra Cotta HEX: #E17055 | RGB: 225, 112, 85

TECHNICAL USAGE NOTES

Apply 15% opacity for background hover states. Primary Spectrum used for typography and structural elements. Secondary Accents reserved for CTA buttons and data visualization highlights.