

Color Palette Specification Document

Brand Palette Overview

This document outlines the official color palette for [Brand Name] to ensure consistency across all media and materials.

Core Colors

Sample	Name	HEX	RGB	Usage
	Primary	#3063f0	48, 99, 240	Main branding, headings, CTAs
	Secondary	#6c7a89	108, 122, 137	Backgrounds, secondary buttons
	Accent	#f0ad4e	240, 173, 78	Highlights, links, badges
	Neutral	#efefef	239, 239, 239	Backgrounds, dividers

Functional Colors

Sample	Name	HEX	RGB	Usage
	Error	#e74c3c	231, 76, 60	Error messages, destructive actions
	Success	#27ae60	39, 174, 96	Success messages, confirmation
	Info	#5bc0de	91, 192, 222	Information, notifications
	Warning	#f39c12	243, 156, 18	Warnings, attention messages

Guidelines

- Use the Primary color for brand identity, key actions, and emphasis.
- Secondary and Neutral colors may be used for backgrounds and layout structure.
- Reserve Accent color for highlights and calls to action.
- Functional colors should only be used for their designated messages and states.

Notes:

- Do not alter the HEX/RGB values to retain brand consistency.
- Test all color combinations for accessibility contrast compliance.