DECISIONX BRAND

Colour palette

Five core colours, each with a faint tone for fills, tags and tints. Use Blue for links and calls to action, and the vertical colours only to code the vertical they belong to.

Ink
#0F172A · RGB 15, 23, 42

Faint tone
#E2E8F0 · RGB 226, 232, 240

Headings, primary text, hover outlines

Blue
#1D4ED8 · RGB 29, 78, 216

Faint tone
#DBE6FD · RGB 219, 230, 253

Primary accent, links, CTAs, Commercial

Teal
#0D9488 · RGB 13, 148, 136

Faint tone
#D5F5EF · RGB 213, 245, 239

Manufacturing, secondary accent

Violet
#6D28D9 · RGB 109, 40, 217

Faint tone
#EDE7FD · RGB 237, 231, 253

Pharma R&D

Amber
#D97706 · RGB 217, 119, 6

Faint tone
#FCEBCF · RGB 252, 235, 207

NPD and FMCG

NEUTRALS

- **Body** #475569
- **Muted** #64748B
- **Faint** #94A3B8
- **Border** #E2E8F0
- **Page** #F5F5F7
- **White** #FFFFFF

LOGO ONLY

- **Logo blue** #263BD3
- **Logotype ink** #1E293B

GRADIENTS

CTA #1D4ED8 → #2563EB → #3B82F6

Base band #B2C6EE #A9D3D6 #C9C2EC #EFD6B0

Logo blue is for the logo only. Never swap it for UI Blue.