

Ojin — Brand colour palette

Hex values match brand-guidelines-delta.vercel.app

Accent

#F44E2A

Primary brand colour. Calls-to-action, highlights.

Paper

#252523

Dark surface. Default canvas in dark mode.

Ink

#3C3B3D

Wordmark on light backgrounds. Body text on light.

Bone

#F7F7F4

Light surface. Default canvas in light mode.

Body Light

#EDECEC

Primary text on dark backgrounds.

Body Dark

#26251E

Primary text on light backgrounds.

Mute Light

#7A7974

Secondary text on dark backgrounds.

Mute Dark

#9D9D9C

Secondary text on light backgrounds.