



Brand Style Guide



Typography



Color Palette



Components

Header → Navigation

font-family: Inter
font-size: 14px
font-weight: 400 (Regular)
color: #37352F | active: #000000

Header → Navigation (Dropdown)

font-family: Inter
font-size: 14px
font-weight: 400 (Regular)
color: #2563EB | hover: 1D4ED8

Sidebar → Heading

font-family: Inter
font-size: 14px
font-weight: 500 (Medium)
color: #37352F

Sidebar → Content

font-family: Inter
font-size: 14px
font-weight: 300 (Light)
color: #37352F

Card / Widget / List → Heading

font-family: Inter
font-size: 14px
font-weight: 500 (Medium)
color: #37352F

Card / Widget / List → Content

font-family: Inter
font-size: 14px
font-weight: 300 (Light)
color: #37352F (content) | #6B7280 (attribute)

Table → Heading

font-family: Inter
font-size: 14px
font-weight: 400 (Regular)
color: #37352F

Table → Body

font-family: Inter
font-size: 14px
font-weight: 300 (Light)
color: #37352F

Tab → Active

font-family: Inter
font-size: 14px
font-weight: 500 (Medium)
color: #37352F

Tab → Inactive

font-family: Inter
font-size: 14px
font-weight: 500 (Medium)
color: #6B7280

Page Title

font-family: Inter
font-size: 16px
font-weight: 400 (Regular)
color: #2563EB

Page Subtitle

font-family: Inter
font-size: 14px
font-weight: 400 (Regular)
color: #37352F

Paragraph

font-family: Inter
font-size: 14px
font-weight: 300 (Light)
color: #37352F

Link

font-family: Inter
color: #2563EB | hover: 1D4ED8

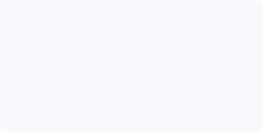
Label / Radio / Checkbox

font-family: Inter
font-size: 14px
font-weight: 300 (Light)
color: #37352F | active: #000000

Muted / Helper

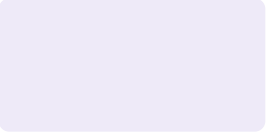
font-family: Inter
color: #6B7280

Background (Body)



Hex: #F9F8FD
RGB: 249, 248, 253

Background (Tags / Pills)



Hex: #EEEEAF8
RGB: 238, 234, 248

Text (Body)



Hex: #37352F
RGB: 55, 53, 47

Text (Muted)



Hex: #6B7280
RGB: 107, 114, 128

Text (Dark)



Hex: #000000
RGB: 0, 0, 0

Text (Link)



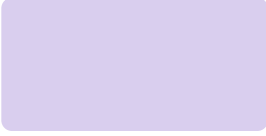
Hex: #7147E8
RGB: 113, 71, 232

Borders



Hex: #AFA8BA
RGB: 175, 168, 186

Separators



Hex: #D9CEEE
RGB: 217, 206, 238

Primary



Hex: #7147E8
RGB: 113, 71, 232

Primary (BG)



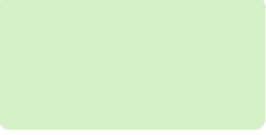
Opacity 0.25
RGB: 113, 71, 232, 0.25

Success



Hex: #51C41A
RGB: 81, 196, 26

Success (BG)



Opacity 0.25
RGB: 81, 196, 26, 0.25

Secondary



Hex: #B02AAC
RGB: 176, 42, 172

Secondary (BG)



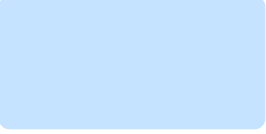
Opacity 0.25
RGB: 176, 42, 172, 0.25

Info



Hex: #1890FF
RGB: 24, 144, 255

Info (BG)



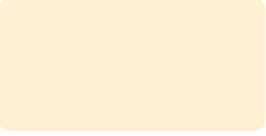
Opacity 0.25
RGB: 24, 144, 255, 0.25

Warning



Hex: #FFC34E
RGB: 255, 195, 78

Warning (BG)



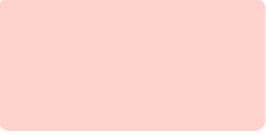
Opacity 0.25
RGB: 255, 195, 78, 0.25

Error



Hex: #FF4C3B
RGB: 255, 76, 59

Error (BG)



Opacity 0.25
RGB: 255, 76, 59, 0.25

Button (Solid)

Normal

Hover

Active

Disabled

Button (Outlined)

Normal

Hover

Active

Disabled

Input Field (Default)

Placeholder

Input Field (Hover)

Value

Input Field (Focus)

Value

Input Field (Disabled)

Value

Input Field (Error)

Value

Input Field (Success / Confirmed)

Value

Checkboxes

- ☐ Label Default
- ☐ Label Disabled
- ☐ Label Hover
- ☒ Label Active

Radio

- ☐ Label Default
- ☐ Label Disabled
- ☐ Label Hover
- ☒ Label Active

Toggle (with BG)

- ☒ On
- ☐ Off