



COLOR



COLOR

Color palette

Brand colors

Color is an instantly recognizable and important element of the Blockchains brand. Applying Blockchains' color palette will help create strong visual communication in everything from product UI to illustration and iconography.

For the most part, our primary and secondary colors should be all you need. If you do need additional colors for your project, you can use our dark/light tones to help you balance primary and supporting palettes.

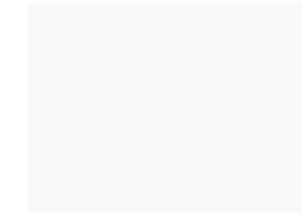
PRIMARY



BC-Teal
CMYK C=100, M=17, Y=0, K=37
RGB R=0, G=133, B=161
WEB #0085A1
PMS 633 U



BC-800
CMYK C=10, M=4, Y=0, K=74
RGB R=60, G=64, B=67
WEB #3C4043
PMS 446 C



BC-50
CMYK C=1, M=0, Y=0, K=2
RGB R=248, G=249, B=250
WEB #F8F9FA
PMS 649 U

SECONDARY



BC-Yellow
CMYK C=0, M=17, Y=78, K=2
RGB R=250, G=208, B=56
WEB #FAD038
PMS 115 C



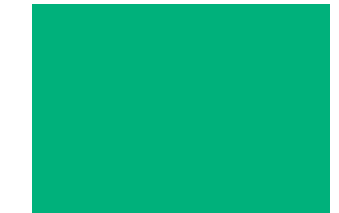
BC-Orange
CMYK C=0, M=73, Y=87, K=0
RGB R=255, G=68, B=34
WEB #FF4422
PMS 172 C



BC-Red
CMYK C=0, M=91, Y=73, K=0
RGB R=255, G=23, B=68
WEB #FF1744
PMS 1787 C



BC-Blue
CMYK C=76, M=50, Y=0, K=15
RGB R=53, G=108, B=217
WEB #356CD9
PMS 2174 C



BC-Green
CMYK C=100, M=0, Y=31, K=31
RGB R=0, G=177, B=123
WEB #00B17B
PMS 3405 U

DARK/LIGHT



#FCE48D



#FEF5D4



#FF6D53



#FFCACC



#FF6B89



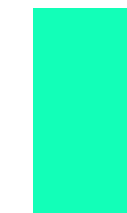
#FFDEE5



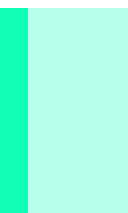
#8CABE9



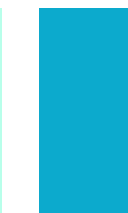
#C5D5F4



#12FFB8



#B8FFEA



#0CAACD



#D1F4FC



COLOR

Color hierarchy

Ratios

For the most part, our primary and secondary colors should be all you need. If you do need additional colors for your project, you can use our dark/light tones to help you balance primary and supporting palettes.






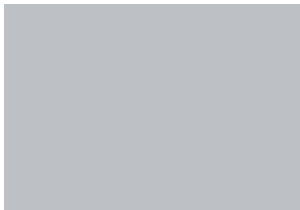
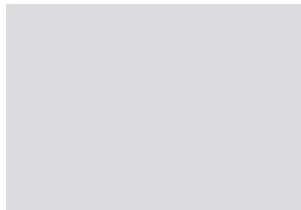
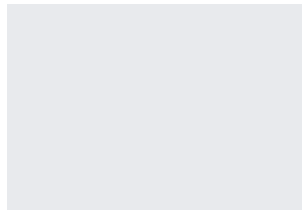
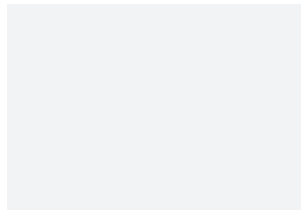
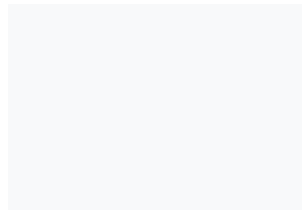
Neutrals

Used primarily for information such as text and icons, neutrals make our communications clear without competing with our core palette.

COLOR RATIO - 60 - 30 - 10



NEUTRALS

				
BC-900 CMYK C=11, M=8, Y=0, K=86 RGB R=32, G=33, B=36 WEB #202124	BC-800 CMYK C=10, M=4, Y=0, K=74 RGB R=60, G=64, B=67 WEB #3C4043	BC-700 CMYK C=9, M=5, Y=0, K=59 RGB R=95, G=99, B=104 WEB #5F6368	BC-600 CMYK C=8, M=4, Y=0, K=45 RGB R=128, G=134, B=139 WEB #80868B	BC-500 CMYK C=7, M=4, Y=0, K=35 RGB R=154, G=160, B=166 WEB #9AA0A6
				
BC-400 CMYK C=5, M=3, Y=0, K=22 RGB R=189, G=193, B=198 WEB #BDC1C6	BC-300 CMYK C=3, M=2, Y=0, K=12 RGB R=218, G=220, B=224 WEB #DADCE0	BC-200 CMYK C=2, M=1, Y=0, K=7 RGB R=232, G=234, B=237 WEB #E8EAED	BC-100 CMYK C=1, M=0, Y=0, K=4 RGB R=241, G=243, B=244 WEB #F1F3F4	BC-50 CMYK C=1, M=0, Y=0, K=2 RGB R=248, G=249, B=250 WEB #F8F9FA



