COLOR
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.
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

Build from white

White is our most prominent color. It should appear most often and take up the most space. Our core colors are elemental, straightforward, and unmistakably bold.