**DEMAND || PROS**

*Be Found. Be Chosen.*

**Color System**

Primary Colors, Tints, and Background Guidelines

Version 1.0 | January 2025

# 1. Primary Brand Colors

The Demand Pros color palette consists of five primary colors, each with semantic meaning and specific use cases.

## Brand Blue

|  |  |
| --- | --- |
| **#2E5BFF** | Primary brand color. Use for CTAs, links, key messaging, PROS in logo, accent elements.  RGB: 46, 91, 255 | CMYK: 82, 64, 0, 0 |

## Growth Green

|  |  |
| --- | --- |
| **#10B981** | Success and growth. Use for positive metrics, results, case study highlights, success states.  RGB: 16, 185, 129 | CMYK: 71, 0, 56, 0 |

## Vital Violet

|  |  |
| --- | --- |
| **#8B5CF6** | Premium and insight. Use for thought leadership, frameworks, insights, premium content sections.  RGB: 139, 92, 246 | CMYK: 53, 63, 0, 0 |

## Alert Red

|  |  |
| --- | --- |
| **#E83224** | Urgency and problems. Use for warnings, critical information, the Five Trust Fractures, urgency.  RGB: 232, 50, 36 | CMYK: 0, 89, 89, 0 |

## DEMAND Gray

|  |  |
| --- | --- |
| **#4A4A4A** | Logo and text. Use for DEMAND in logo, body text, secondary headings, neutral emphasis.  RGB: 74, 74, 74 | CMYK: 0, 0, 0, 71 |

# 2. Dark Background Colors

Two approved dark backgrounds for premium, high-trust visual experiences. All primary brand colors have been tested for excellent readability on both backgrounds.

## Charcoal

|  |  |
| --- | --- |
| **#2D2D2D** | Versatile and professional. Neutral background that doesn't compete with brand colors.  *Use for: General content sections, testimonials, features, footer areas.* |

## Dark Blue

|  |  |
| --- | --- |
| **#0A1628** | Premium and brand-aligned. Creates emotional resonance with Brand Blue.  *Use for: Hero sections, CTAs, premium content, high-impact moments.* |

### When to Use Each Background

* Hero sections: Dark Blue for maximum brand impact
* Testimonial sections: Charcoal for neutral professionalism
* Feature breakdowns: Charcoal to let the content shine
* Final CTA sections: Dark Blue for premium conversion focus
* Footer: Charcoal for subtle sophistication

# 3. Text Colors

## On Light Backgrounds

|  |  |  |
| --- | --- | --- |
| **Use** | **Color** | **Application** |
| Primary Text | #1A1A1A | Headlines (Oswald), strong emphasis |
| Body Text | #4A4A4A | Body copy, descriptions, taglines |
| Secondary Text | #666666 | Captions, metadata, helper text |
| Accent Text | #2E5BFF | Links, accent headlines, PROS in logo |

## On Dark Backgrounds

|  |  |  |
| --- | --- | --- |
| **Use** | **Color** | **Application** |
| Primary Text | #FFFFFF | Headlines, DEMAND in logo |
| Body Text | rgba(255,255,255,0.8) | Body copy, descriptions |
| Secondary Text | rgba(255,255,255,0.6) | Captions, metadata |
| Divider (Logo) | #E5E5E5 | Logo divider lines |
| Accent Text | #2E5BFF | Links, PROS in logo |

# 4. Quick Reference

## All Colors at a Glance

|  |  |  |
| --- | --- | --- |
| **Color Name** | **Hex** | **Primary Use** |
| **Brand Blue** | #2E5BFF | CTAs, links, PROS, accents |
| **Growth Green** | #10B981 | Success, results, growth |
| **Vital Violet** | #8B5CF6 | Premium, insights, frameworks |
| **Alert Red** | #E83224 | Warnings, urgency, problems |
| **DEMAND Gray** | #4A4A4A | DEMAND in logo, body text |
| **Charcoal** | #2D2D2D | Dark background (versatile) |
| **Dark Blue** | #0A1628 | Dark background (premium) |

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