

Colour system

11 tokens · 4 gradients
sRGB hex · CMYK approximate (printer to confirm) · WCAG 2.1 contrast

PALETTE name · token · HEX · RGB · CMYK~ · role

Ink

ink

HEX#05060B
RGB5 6 11
CMYK55 45 0 96

Primary dark background

Navy

navy

HEX#071118
RGB7 17 24
CMYK71 29 0 91

Text; the mark on light backgrounds

Signal Teal

teal

HEX#10F5D0
RGB16 245 208
CMYK93 0 15 4

Primary accent, dot, highlights on dark

System Cyan

cyan

HEX#00BFCB
RGB0 191 203
CMYK100 6 0 20

Gradient support; accent separators on light

Deep Teal

deep-teal

HEX#087D9B
RGB8 125 155
CMYK95 19 0 39

Gradient start (dark end of teal ramp)

Teal Ink

teal-ink

HEX#007E7B
RGB0 126 123
CMYK100 0 2 51

ONLY teal allowed for text/links on white (4.9:1 AA)

Silver

silver

HEX#F4F6F8
RGB244 246 248
CMYK2 1 0 3

Light mark, light surfaces

Slate

slate

HEX#405466
RGB141 160 181
CMYK22 12 0 29

Secondary text on dark (7.6:1) - NOT for text on white (2.7:1)

Graphite

graphite

HEX#405466
RGB64 84 102
CMYK37 18 0 60

Secondary text on light (7.8:1)

Mist

mist

HEX#718394
RGB113 131 148
CMYK24 11 0 42

Tertiary/caption text on light (3.9:1, large only)

White

white

HEX#FFFFFF
RGB255 255 255
CMYK0 0 0 0

Paper

Semantic roles

mvtech-colors.css

LIGHT UI

bg White
surface Silver
text Navy
muted Graphite
link Teal Ink
accent System Cyan

DARK UI

bg Ink
surface Navy
text White
muted Slate
link Signal Teal
accent Signal Teal

-- color-bg, -- color-surface, -- color-text, -- color-text-muted, -- color-link, -- color-accent, -- color-accent-soft

GRADIENTS the four fills of the monogram master

Teal ramp

-- gradient-teal-ramp

#087D9B 0% › #00C9C8 55% › #18F2CF 100%
Right arm of the V · 45deg in UI, 29deg in the mark

Silver ramp

-- gradient-silver-ramp

#FFFFFF 0% › #F9FAFB 35% › #F5F7F8 60% › #AAB4BC 100%
Monogram body: N + left arm of the V · 180deg in UI, 119deg in the mark

Dark facet

-- gradient-dark-facet

#2C3740 0% › #0E141A 100%
Folded facet at the foot of the N's left leg · 180deg in UI, 160deg in the mark

Fold wedge

-- gradient-fold-wedge

#EEF1F3 0% › #9FA9B1 100%
Shaded fold triangle on the N's left edge · 180deg in UI

TEXT CONTRAST & USAGE ratio against White and against Ink · AA 4.5+, AAA 7+, large text 3+

COLOUR	ON WHITE #FFFFFF	ON INK #05060B	BRAND RULE
Navy	Aa19.05:1AAA	Aa1.06:1Fail	Body text on white
Graphite	Aa7.84:1AAA	Aa2.58:1Fail	Secondary text on white
Mist	Aa3.91:1Large only	Aa5.18:1AA	Large text only on white
Teal Ink	Aa4.92:1AA	Aa4.12:1Large only	Links / teal text on white
Deep Teal	Aa4.75:1AA	Aa4.26:1Large only	Passes AA, but Teal Ink is the brand text teal
System Cyan	Aa2.25:1Fail	Aa8.98:1AAA	Decorative on white; text on Ink
Signal Teal	Aa1.40:1Fail	Aa14.45:1AAA	Decorative on white; accent on Ink
Slate	Aa2.68:1Fail	Aa7.55:1AAA	Secondary text on Ink only
Silver	Aa1.08:1Fail	Aa18.69:1AAA	Surfaces; text on Ink
White	1.00:1Fail	Aa20.24:1AAA	Paper; text on Ink

On white: body text Navy or Graphite, links Teal Ink; Signal Teal and System Cyan are decorative only.

On Ink: White, Silver, Signal Teal, System Cyan and Slate all pass AAA. · mvtech.solutions