

BRAND REFERENCE · FOR DEVELOPERS

The daylit palette

Eight named values, one warm world. Terracotta is the only accent, used about once per view. Pollen is a whisper, never a second accent. Everything else is canvas, ink, and the quiet structure between them.

Cream

#F4EFE3

Warm off-white. The canvas, page stock, body text on dark.

Deep Green

#17271C

The dark ground. Night sections, the seam band, contrast.

Terracotta

#C16E4A

THE accent. One per view: the CTA, the active state, the turn.

Terracotta Deep

#A85636

The pressed and active state of the terracotta accent.

Pollen

#E8C66B

A whisper highlight. Hover-glow and small marks only, never a second accent.

Ink

#211F1B

Body text on the light canvas.

Iron

#5C6B5A

Muted labels, eyebrows, secondary UI.

Hair

#D7D0C0

Hairlines, dividers, the quiet structure between things.