

# COLOURS

## EnCata colours in Design

Use these colour guidelines to rock the Internet



**Black #333333**

RGB: 51 51 51

We use Black colour with text. It is sometimes used to show an active element



**Gray #828282**

RGB: 130 130 130

Gray colour is mainly used to show inactive elements - Tabs, Categories, placeholders etc.

It pairs well with Red or Black colours to show active elements



**Red #eb2323**

RGB: 235 35 35

Red colour is used to show active elements, set an accent, light up important places, links etc. It is also used in h1, h2 and occasionally h3 headings

You can also implement it if you sure it would look good



**Dark Red #b10000**

RGB: #177 0 0

We use Dark Red colour mostly to tint Red or to make a good contrast with EnCata White.

It goes well within illustrations, business cards or in pages with a lot of Red



**White #ffffff**

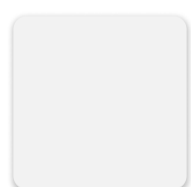
RGB: 255 255 255

White is used as a background for all our services (except those with Dark mode)

It also could be used with text but only on darker backgrounds

## Rarely used colours

Colors we use occasionally. Mostly by mistake, but still...

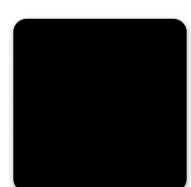


**Smoky white #f2f2f2**

You can use this color sometimes if Gray doesn't fit or in some illustrations

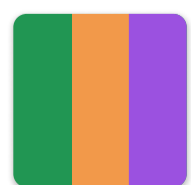
## Colours you shouldn't use

Don't you dare



**Deep black (#000000)**

It provides great contrast but hurts eyes. You better not use it



**Non-brand colour (#???????)**

Forget it.