

VARIONOVA

Brand Color Palette Guide

This document defines the official color palette for Varionova brand identity. Use these colors consistently across all marketing materials, digital platforms, and print collateral to maintain brand recognition and visual cohesion.

Primary Colors

Primary

Primary Blue

HEX

#2c4964

RGB

44, 73, 100

CMYK

56, 27, 0, 61

Secondary

Secondary Blue

HEX

#5777ba

RGB

87, 119, 186

CMYK

53, 36, 0, 27

Accent & Supporting Colors

Accent

Accent Red

HEX

#E01016

Light

Light Background

HEX

#f4f7fc

RGB

224, 16, 22

CMYK

0, 93, 90, 12

RGB

244, 247, 252

CMYK

3, 2, 0, 1

Color Usage Guidelines

- **Primary Blue (#2c4964)**: Logo, main headings, navigation bars, primary CTA buttons
- **Secondary Blue (#5777ba)**: Links, hover states, secondary buttons, icons, accents
- **Accent Red (#E01016)**: Important highlights, warnings, special callouts (use sparingly)
- **Light Background (#f4f7fc)**: Page backgrounds, card backgrounds, sections

Recommended Color Combinations

Text on
Primary

Text on
Secondary

Primary on
Light

Secondary
Outline

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For questions about brand usage, contact: christian@ratiozero.com