COLOUR

Colour Palette

The MoveInSync colour system is built around a vibrant green that signals movement, reliability and progress, supported by yellow and purple accents and neutral tones for balance and readability.

Primary

Primary Green

HEX #3DAE2B
RGB 61, 174, 43
Brand colour, icons, fills and highlights. For small text on white, use Green 800 #2B7B1E.

Primary

Green Light Shade

HEX #ECF7EA
RGB 236, 247, 234
Backgrounds and light washes.

Tertiary

Tertiary Yellow

HEX #F6BE48
RGB 246, 190, 72
Accents and highlights. Use black text on yellow; never yellow text on white.

Tertiary

Tertiary Purple

HEX #413F84
RGB 65, 63, 132
Accents and secondary emphasis.

Secondary

Secondary Black

HEX #171717
RGB 23, 23, 23
Headings and primary text.

Neutrals and status colours

Status colours are for product UI only, never for brand or marketing materials.

Neutral

Base White

HEX #FAFAFA
RGB 250, 250, 250
Page backgrounds.

Neutral

Base Black

HEX #0A0A0B
RGB 10, 10, 11
Deep text and dark surfaces.

Status (UI only)

Success

HEX #22BB33
RGB 34, 187, 51
Success states in product UI. Icons and fills only.

Status (UI only)

Warning

HEX #CC3300
RGB 204, 51, 0
Warning states in product UI.

Status (UI only)

Error

HEX #E4626F
RGB 228, 98, 111
Error states in product UI. Icons and fills only.

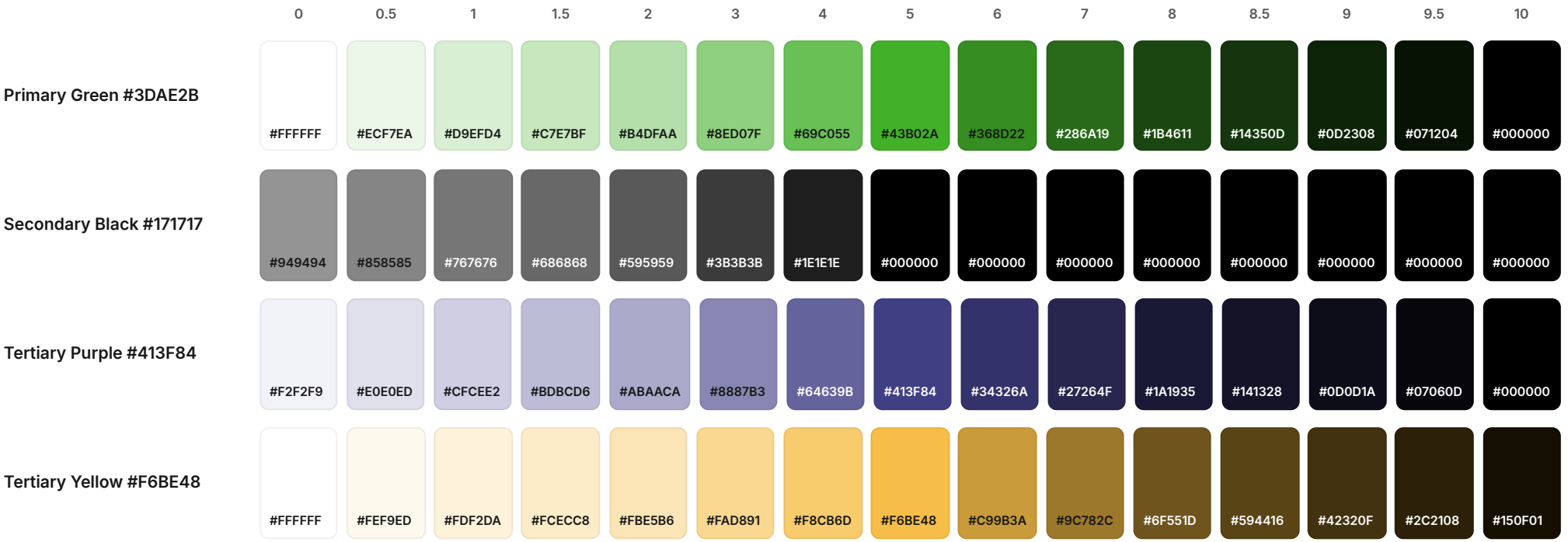
Accessible pairings

Contrast ratios against WCAG 2.1. Primary Green with white text passes only for large text, so use Green 800 #2B7B1E from the colour scale for buttons and links that carry small text.

Pair	Contrast ratio	WCAG (normal text)	Use for
Aa Secondary Black #171717 on White	17.9:1	AAA	Headings and body text
Aa Green 800 #2B7B1E on White	5.3:1	AA	Text links and small text in green
Aa White on Green 800 #2B7B1E	5.3:1	AA	Buttons with small white text
Aa Primary Green #3DAE2B on White	2.9:1	Fail	Icons, fills and large display text only
Aa White on Primary Green #3DAE2B	2.9:1	Fail	Large bold text (24px+) and the logo only
Aa Tertiary Purple #413F84 on White	9.3:1	AAA	Text and accents
Aa Secondary Black on Tertiary Yellow	10.6:1	AAA	Text on yellow
Aa Tertiary Yellow #F6BE48 on White	1.7:1	Fail	Fills only, never text

Colour Shades

Tints and shades of each brand colour, from 0 (lightest) to 10 (darkest).



Colour Scale

The 100–1000 scale used in UI and the website.

Primary Green

100	200	300	400	500	600	700	800	900	1000
#E1F7DD	#C3EEBC	#A5E69A	#87DE79	#69D657	#4ACD36	#349425	#2B7B1E	#226118	#194812

Tertiary Yellow

100	200	300	400	500	600	700	800	900	1000
#FDF2DA	#FBE5B6	#FAD891	#F8CB6D	#F4B225	#E9A20B	#C78A0A	#A47208	not defined	#5E4105

Tertiary Purple

100	200	300	400	500	600	700	800	900	1000
#E5E4F2	#CBCAE6	#B0AFD9	#9694CC	#7C7ABF	#625FB3	#4E4C9F	#36346D	#2A2956	#1F1E3F

Neutrals

100	200	300	400	500	600	700	800	900	1000
#E3E3E3	#CCCBCB	#B5B3B3	#9F9C9C	#898384	#726C6C	#5A5555	#433E3F	#2B2829	#151314

Status scales

For product UI states only.

Success

100	200	300
#ADF0B5	#5CE16B	#188424

Warning

100	200	300
#FFB399	#FF6633	#912400

Error

100	200	300
#E4626F	#C03744	#8C1823