

Primary colors

These are the key colors of the brand and the primary representation of Glance.

It's important to note that the use of white is important in keeping things open and accessible.

White also provides the contrast that gives all the other colors maximum impact.

We also have a collaboration gradient, with usage rules to follow.



NAME	Dark Blue	NAME	Light Blue	NAME	Blue Gradient	NAME	White
RGB	218 92 52	RGB	47 169 224	RGB	47 169 224 / 218 92 52	RGB	255 255 255
HEX	0B3885	HEX	2FA9E0	HEX	00AB8E / 00C89A	HEX	FFFFFF
CMYK	100 89 18 5	CMYK	69 16 0 0	CMYK	69 16 0 0 / 100 89 18 5	CMYK	0 0 0 0
PMS	2736C	PMS	305C				

Secondary focus colors

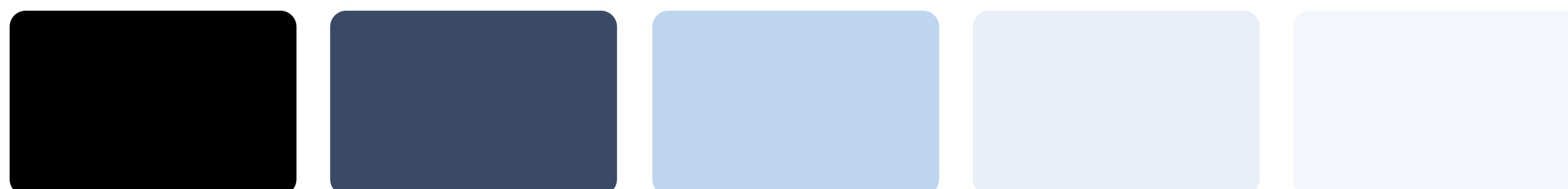
These colors are used to highlight information so should not be overused – in case their impact is lessened.



NAME	Focus Green	NAME	Focus Orange	NAME	Focus Purple
RGB	3 201 155	RGB	248 127 1	RGB	168 112 223
HEX	03C99B	HEX	F87F01	HEX	A870DF
CMYK	70 0 54 0	CMYK	0 61 100 0	CMYK	44 61 0 0
PMS	3385C	PMS	151C	PMS	265C

Neutral Colors

A selection of colors for use to create depth and readability.



NAME	Light	NAME	Blue Gray	NAME	Blue	NAME	Mid Blue	NAME	Light Blue
RGB	0 0 0	RGB	58 74 102	RGB	190 213 240	RGB	232 239 248	RGB	243 246 250
HEX	000000	HEX	3A4A66	HEX	BED5F0	HEX	00A5F0	HEX	3A4A66
CMYK	60 40 40 100	CMYK	83 69 38 24	CMYK	23 9 0 0	CMYK	7 3 0 0	CMYK	4 1 0 0
		PMS	2378C	PMS	657C	PMS	656C		