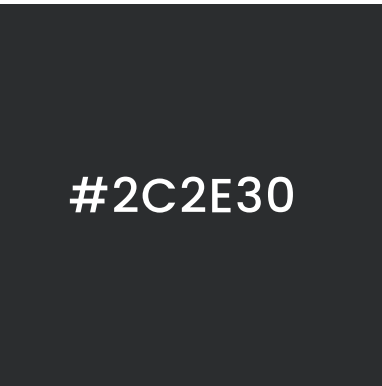


Color Palatte & Uses



Primary Black

Uses

- Primary paragraph text
- Black in titles



Link Blue

Uses

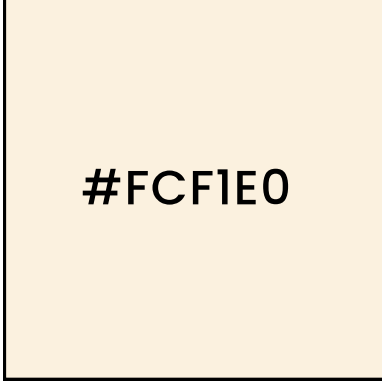
- Text link colors
- Buttons



Supporting Text Grey

Uses

- Supporting text



Shy Orange

Uses

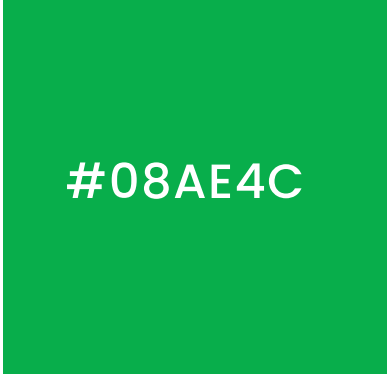
- Error state backgrounds



iolo Brand Red

Uses

- Logo
- Accent color for elements w/ a positive/clean connotation.



Success Green

Uses

- Success states
- Saving/discount code



Shy Sky Blue

Uses

- Background color, often slotted inbetween chunks of blue and white



Heavy Alarming Orange

Uses

- Error state text



Product Dark Blue

Uses

- Displaying product names (ex. System Mechanic)



Heavy Fog

Uses

- borders



Light Fog

Uses

- Background color



White Plain

Uses

- Backgrounds
- Contrasting color against dark backgrounds



Shy iolo Red

Uses

- Supporting background circle color for red icons

Rules & Best Practices

1. **Do not use the iolo red or any other red for an error state.** Anything error related should be using our oranges. Our brand color is not an error.
2. Consider using “text grey” for pieces of text that are okay to for a user to skim through