



ArmorPoint color reference.

Primary blue anchors every ArmorPoint layout. Accent colors and the gradient are used sparingly, with generous neutral space to balance them.

PRIMARY

	NAME	HEX	RGB	ROLE
	Primary Blue	#0099DC	rgb(0, 153, 220)	Must appear in every design
	Light Blue 1	#33ADE3	rgb(51, 173, 227)	Tints and accents
	Light Blue 2	#66C2EA	rgb(102, 194, 234)	Tints and accents

PURPLE ACCENT FAMILY

	NAME	HEX	RGB	ROLE
	Purple	#CB58D5	rgb(203, 88, 213)	Gradient midpoint
	Purple Tint 1	#D881DF	rgb(216, 129, 223)	Accent
	Purple Tint 2	#E5ABEA	rgb(229, 171, 234)	Accent

RED ACCENT FAMILY

	NAME	HEX	RGB	ROLE
	Red	#E94142	rgb(233, 65, 66)	Gradient endpoint
	Red Tint 1	#EF7171	rgb(239, 113, 113)	Accent
	Red Tint 2	#F4A0A0	rgb(244, 160, 160)	Accent

BASE

	NAME	HEX	RGB	ROLE
	Dark Blue	#1F2B36	rgb(31, 43, 54)	Default dark background
	Darkest Blue	#091119	rgb(9, 17, 25)	Deepest background
	Light Gray	#EBF2FA	rgb(235, 242, 250)	Light background
	Near White	#FCFCFC	rgb(252, 252, 252)	White background

BRAND GRADIENT, SEVEN-STOP REFERENCE



	0%	#0099DC	Brand blue, start
	17%	#2B7CC5	Deepening toward purple
	33%	#5B63B0	Blue-purple transition
	50%	#CB58D5	Brand purple, midpoint
	67%	#C45A82	Purple-red transition
	83%	#DA4F62	Warming toward red
	100%	#E94142	Brand red, end

Three stops are sufficient for most digital work. Use the seven-stop version on large surfaces and in print, where the transition needs to stay silky. All gradients within a single layout flow in the same direction, at 0, 30, or 90 degrees only.

```
background: linear-gradient(  
  90deg,  
  #0099DC 0%,  
  #CB58D5 50%,  
  #E94142 100%  
);
```

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