



Contents

- 1 UI Colors
- 2 Space Considerations
- 3 Logos & Backgrounds

The Brand Guidelines



Accessibility


All of our user interfaces need to meet WCAG AA level contrast guidelines (<https://webaim.org/resources/contrastchecker/>).


Level AA requires a contrast ratio of 4.5:1 for normal text and 3:1 for large text. Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.


The contrast ratio you see marked on each color is measured against white. If you combine the color with another color than white, you will need to recalculate these ratios again to make sure they live up to AAA standard.


Alpha Values


var(--alpha--100): 1
 var(--alpha--75): 0.75
 var(--alpha--50): 0.5
 var(--alpha--25): 0.25

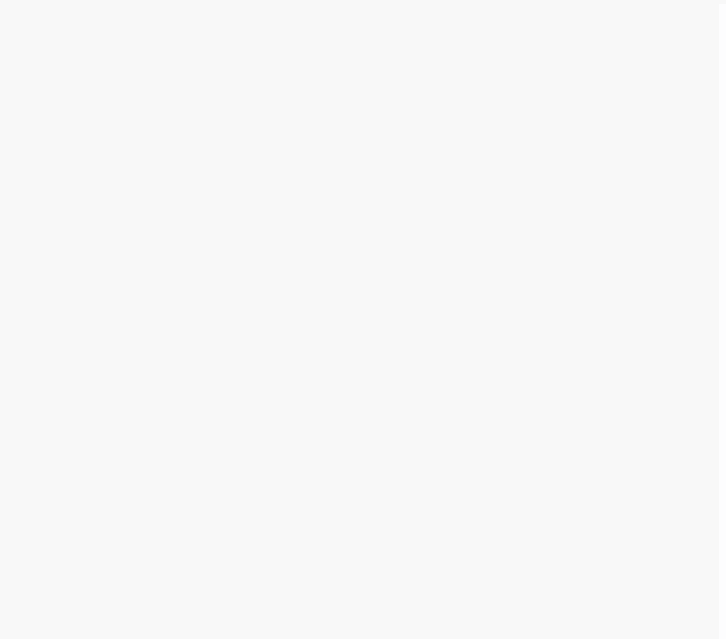
	Abc	
Name	Hex	RGB
Black Blue	#0F141E	15, 20, 30
Text Color		18.44


	Abc	
Name	Hex	RGB
Off White	#FDFDFE	253, 253, 254
Background Color <small>(Text usage on dark bg)</small>		1.02


	Abc	
Name	Hex	RGB
Dark Blue	#131926	19, 25, 38
Background Color		17.58

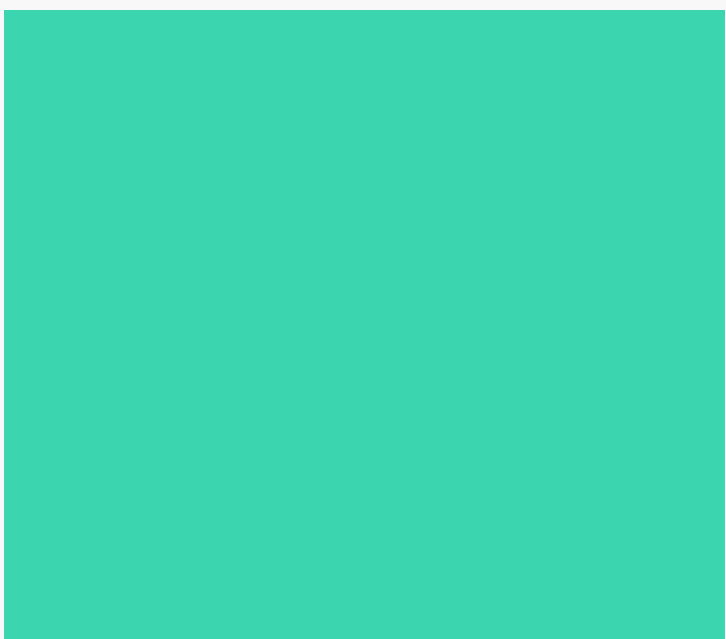
	Abc	
Name	Hex	RGB
Navy	#171F2F	23, 31, 47
Background Color		16.49


	Abc	
Name	Hex	RGB
Blue Grey	#414755	65, 71, 85
Muted Text Color		9.30


	Abc	
Name	Hex	RGB
Light Grey	#F8F8F8	15, 20, 30
Background Color <small>(No text usage)</small>		1.06

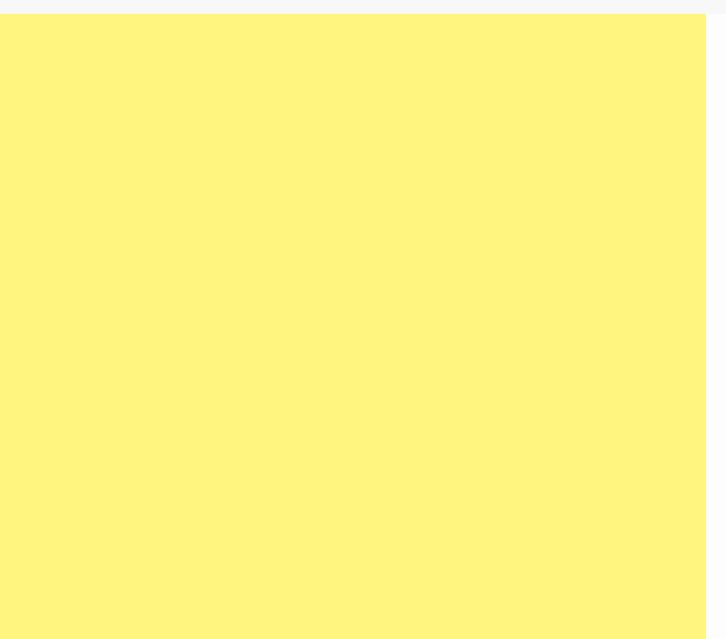
	Abc	
Name	Hex	RGB
Dispel Purple	#7554DA	117, 84, 218
Primary Brand Color		5.20

	Abc	
Name	Hex	RGB
Light Dispel Purple	#8E70E3	142, 112, 227
Primary Brand Hover		3.77

	Abc	
Name	Hex	RGB
Green	#3BD6B0	59, 214, 176
Success Color		1.84

	Abc	
Name	Hex	RGB
Blue	#3EB3F1	62, 179, 241
Primary Link Color		2.35

	Abc	
Name	Hex	RGB
Red	#B6504F	182, 80, 72
Error Color		4.94

	Abc	
Name	Hex	RGB
Yellow	#FFF57F	255, 245, 127
Yellow		1.13

Dispel

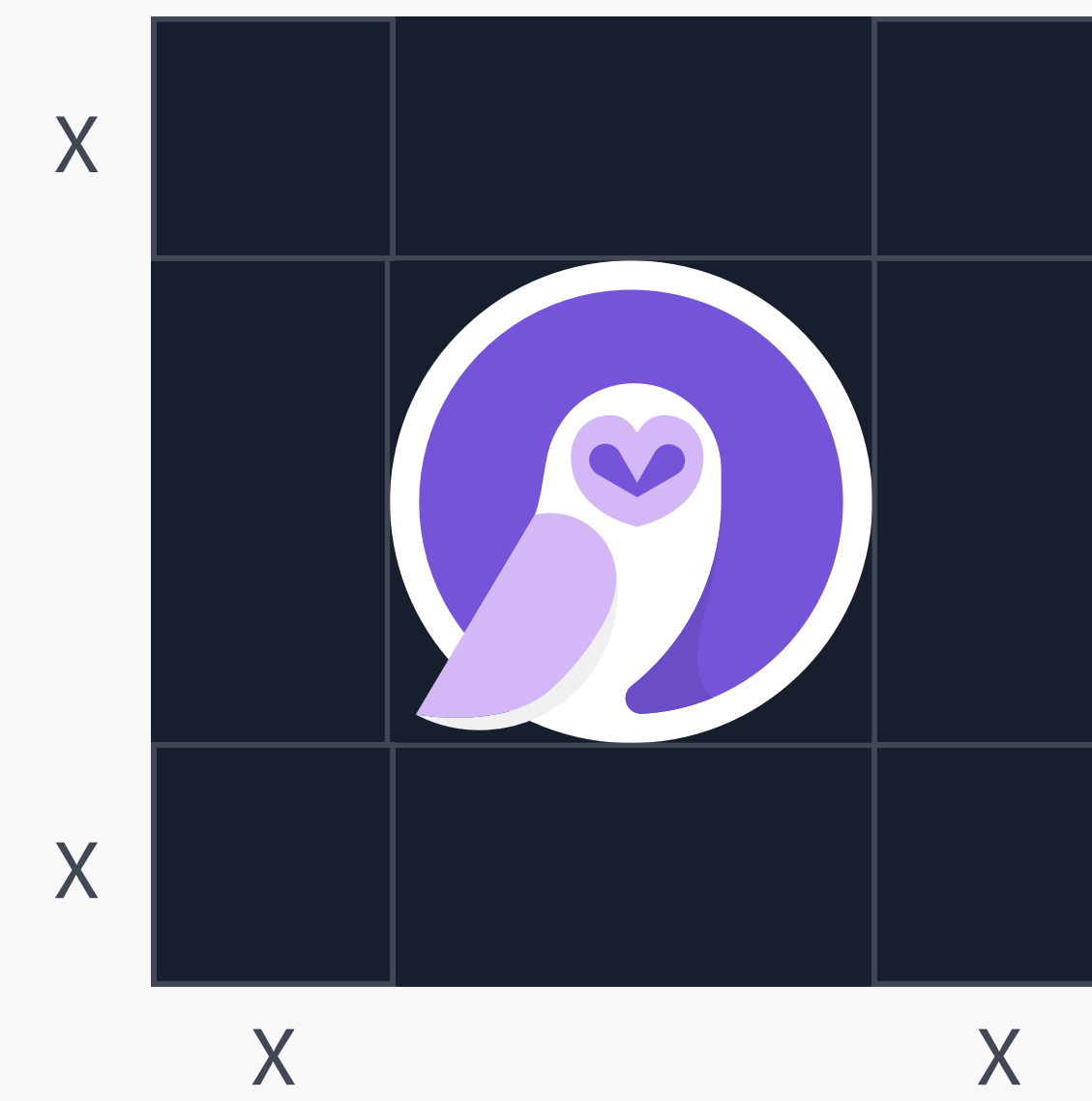
Spacing Considerations

Give Breathing Room

The Dispel logo needs to be placed on its own, without overlap and distortion.

The minimum distance you need to maintain between the Dispel logo and an adjacent asset is noted in as X.

If you're making the full Dispel logo (Emily the owl + the Dispel workmark), note the distance between the two.





Maintain Readability

Please do not edit, change, distort, recolor, or reconfigure the Dispel logo.

The alternative logos should only be used when the Dispel brand is clearly visible or has been well established elsewhere on the page or in the design. (If in doubt, use the other one.)

Our Logo



Alternative Logos

