

Brand color palette

Primary, neutral, and functional accent colors

PRIMARY
Purple
#7337DC

NEUTRAL
Beige
#F5F1EC

ACCENT
Orange
#E8743B

ACCENT
Green
#3E7A4F

ACCENT
Cayenne red
#A8322D

USAGE GUIDE

ROLE	COLOR	HEX	PRIMARY USE
Primary	Purple	#7337DC	Logo, headers, primary CTAs
Neutral	Beige	#F5F1EC	Backgrounds, cards, whitespace
Accent	Orange	#E8743B	Highlights, secondary CTAs
Accent	Green	#3E7A4F	Success states, positive metrics
Accent	Cayenne red	#A8322D	Alerts, urgency, contrast

APPLICATION RULES

- Purple and beige are primary. Use them most. They carry the brand identity.
- Orange, green, and cayenne red are functional accents only. Cap each at one or two uses per asset.
- Green signals positive outcomes. Cayenne red signals alerts. Do not swap their roles.
- Never pair orange and cayenne red directly. They sit too close in temperature and reduce contrast.

VX FIBER BRAND REFERENCE



PRIMARY

Purple

#7337DC

Ten-step tint and shade scale for purple, built from the base brand hex. Use the base value for primary applications. Lighter tints and darker shades extend the color for state changes, layering, and accessible text contrast, without introducing a new brand color.

	TINT 85%	#EAE1FA	Subtle backgrounds, section fills, disabled states
	TINT 68%	#D2BFF4	Card backgrounds, hover fills on light surfaces
	TINT 51%	#BA9DEE	Light borders, dividers on white
	TINT 34%	#A37BE8	Secondary badges, muted icons
	TINT 17%	#8B59E2	Hover state for outlined buttons and links
	BASE	#7337DC	Primary application: logo, CTAs, key UI elements
	SHADE 15%	#622FBB	Hover / active state for solid buttons
	SHADE 30%	#50269A	Pressed state, emphasis text on light backgrounds
	SHADE 45%	#3F1E79	High-contrast text, dark UI accents
	SHADE 60%	#2E1658	Maximum contrast: dense text blocks, dark mode surfaces

Do not treat this scale as five new accent colors. It exists to solve practical UI problems, hover states, disabled states, borders, and text contrast, while keeping every asset traceable back to the single base hex #7337DC.

VX FIBER BRAND REFERENCE



NEUTRAL

Beige

#F5F1EC

Ten-step tint and shade scale for beige, built from the base brand hex. Use the base value for primary applications. Lighter tints and darker shades extend the color for state changes, layering, and accessible text contrast, without introducing a new brand color.

	TINT 85%	#FEFDFC	Subtle backgrounds, section fills, disabled states
	TINT 68%	#FCFBF9	Card backgrounds, hover fills on light surfaces
	TINT 51%	#FAF8F6	Light borders, dividers on white
	TINT 34%	#F8F6F2	Secondary badges, muted icons
	TINT 17%	#F7F3EF	Hover state for outlined buttons and links
	BASE	#F5F1EC	Primary application: logo, CTAs, key UI elements
	SHADE 15%	#D0CDC9	Hover / active state for solid buttons
	SHADE 30%	#ACA9A5	Pressed state, emphasis text on light backgrounds
	SHADE 45%	#878582	High-contrast text, dark UI accents
	SHADE 60%	#62605E	Maximum contrast: dense text blocks, dark mode surfaces

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VX FIBER BRAND REFERENCE

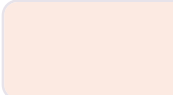


ACCENT

Orange

#E8743B

Ten-step tint and shade scale for orange, built from the base brand hex. Use the base value for primary applications. Lighter tints and darker shades extend the color for state changes, layering, and accessible text contrast, without introducing a new brand color.

	TINT 85%	#FCEAE2	Subtle backgrounds, section fills, disabled states
	TINT 68%	#F8D3C0	Card backgrounds, hover fills on light surfaces
	TINT 51%	#F4BB9F	Light borders, dividers on white
	TINT 34%	#F0A37E	Secondary badges, muted icons
	TINT 17%	#EC8C5C	Hover state for outlined buttons and links
	BASE	#E8743B	Primary application: logo, CTAs, key UI elements
	SHADE 15%	#C56332	Hover / active state for solid buttons
	SHADE 30%	#A25129	Pressed state, emphasis text on light backgrounds
	SHADE 45%	#804020	High-contrast text, dark UI accents
	SHADE 60%	#5D2E18	Maximum contrast: dense text blocks, dark mode surfaces

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VX FIBER BRAND REFERENCE



ACCENT

Green

#3E7A4F

Ten-step tint and shade scale for green, built from the base brand hex. Use the base value for primary applications. Lighter tints and darker shades extend the color for state changes, layering, and accessible text contrast, without introducing a new brand color.

	TINT 85%	#E2EBE5	Subtle backgrounds, section fills, disabled states
	TINT 68%	#C1D4C7	Card backgrounds, hover fills on light surfaces
	TINT 51%	#A0BEA9	Light borders, dividers on white
	TINT 34%	#80A78B	Secondary badges, muted icons
	TINT 17%	#5F916D	Hover state for outlined buttons and links
	BASE	#3E7A4F	Primary application: logo, CTAs, key UI elements
	SHADE 15%	#356843	Hover / active state for solid buttons
	SHADE 30%	#2B5537	Pressed state, emphasis text on light backgrounds
	SHADE 45%	#22432B	High-contrast text, dark UI accents
	SHADE 60%	#193120	Maximum contrast: dense text blocks, dark mode surfaces

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VX FIBER BRAND REFERENCE



ACCENT

Cayenne red

#A8322D

Ten-step tint and shade scale for cayenne red, built from the base brand hex. Use the base value for primary applications. Lighter tints and darker shades extend the color for state changes, layering, and accessible text contrast, without introducing a new brand color.

	TINT 85%	#F2E0E0	Subtle backgrounds, section fills, disabled states
	TINT 68%	#E3BDBC	Card backgrounds, hover fills on light surfaces
	TINT 51%	#D49B98	Light borders, dividers on white
	TINT 34%	#C67874	Secondary badges, muted icons
	TINT 17%	#B75551	Hover state for outlined buttons and links
	BASE	#A8322D	Primary application: logo, CTAs, key UI elements
	SHADE 15%	#8F2A26	Hover / active state for solid buttons
	SHADE 30%	#762320	Pressed state, emphasis text on light backgrounds
	SHADE 45%	#5C1C19	High-contrast text, dark UI accents
	SHADE 60%	#431412	Maximum contrast: dense text blocks, dark mode surfaces

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