

ConsumerAffairs Color Style Guide

This style guide outlines the core color palette and usage guidelines for ConsumerAffairs, ensuring consistent and accessible branding across all visual materials.



Primary & Secondary Colors

<p>BASE</p> <p>Primary Blue</p> <p>HEX #1758A6</p>	<p>ACCENT</p> <p>Blue</p> <p>HEX #2976D1</p>	<p>ACCENT</p> <p>Light Blue</p> <p>HEX #EAF1FA</p>
<p>BASE</p> <p>Dark Grey</p> <p>HEX #313339</p>	<p>ACCENT</p> <p>Grey</p> <p>HEX #E4E8EC</p>	<p>ACCENT</p> <p>Light Grey</p> <p>HEX #F6F8FB</p>

Color Usage Guidelines

-  **Primary Blue** should be used for CTAs, key highlights, and branding elements
-  **Dark Grey** is recommended for body text for optimal readability
-  **Light Blue** and  **Light Grey** provide structure for backgrounds, cards, and footers
-  **Blue** should be reserved for links, hover states, and subtle accents

Always maintain appropriate contrast ratios to meet accessibility standards