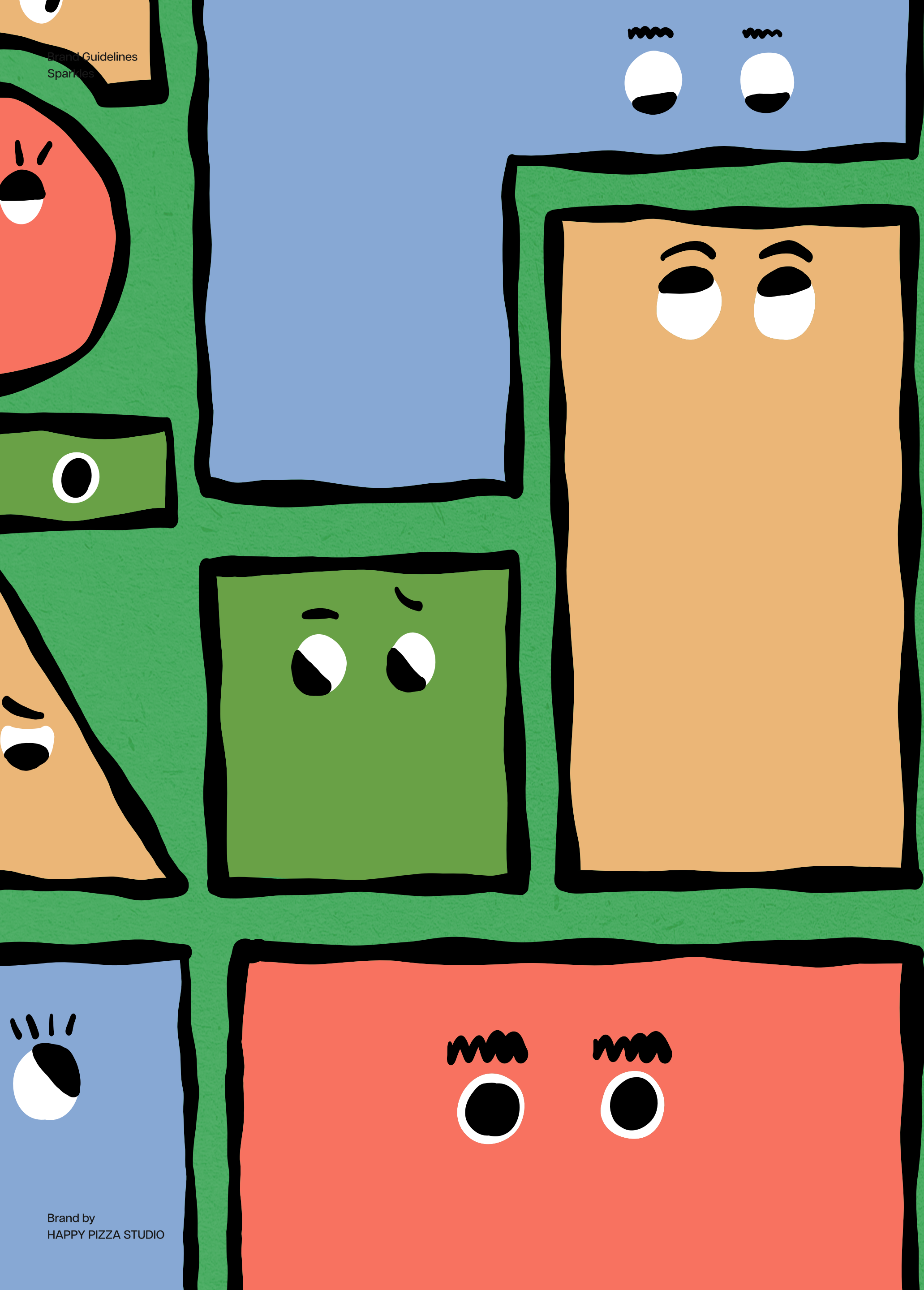




**Sparkles
.dev**

Color Palette

Colors

Color Accessibility & Contrast

All brand colors have been tested against **WCAG 2.1 contrast standards** to ensure accessibility across digital and print applications.

Primary text

Use Deep Black (**#181818**) on light backgrounds or white (**#FEFEFE**) on dark backgrounds for all body copy and long-form text. These combinations meet AAA contrast standards and should be the default choice.

Headlines & large text

Mid-tone colors across the palette (blue, green, coral, and amber) are suitable for headlines, large type, and UI labels where text size and weight provide sufficient contrast.

CTAs & emphasis

For buttons, links, and key moments:

- Use darker shades on light backgrounds
- Use base colors on dark backgrounds

This ensures strong visibility while retaining the character of the palette.

Light tints

The lightest tints are intended for backgrounds, surfaces, and decorative use only. They should not be used for text, icons, or critical UI elements. When in doubt, prioritise clarity over color. Accessibility is a core part of the brand experience.

Hex: 4F6F9F

Hex: 2F7E4A

Hex: C94A3B

Hex: B88744

Hex: E5E5E5

Hex: 6F8FBE

Hex: 439E5E

Hex: E35F4F

Hex: D9A35F

Hex: F0F0F0

Paper White
Hex: FEFEFE
R:254 G:254 B:254
C:0 N:0 Y:0 K:0

Hex: FFFFFFFF

Hex: 0E0E0E

Hex: 141414

Deep Black
Hex: 181818
R:24 G:24 B:24
C:0 M:0 Y:0 K:91

Hex: 2A2A2A

Daydream Sky
Hex: 87A8D5
R:135 G:168 B:213
C:37 M:21 Y:0 K:16

Field Green
Hex: 54B16C
R:84 G:177 B:108
C:53 M:0 Y:39 K:31

Punchy Peach
Hex: F8715F
R:248 G:113 B:95
C:0 M:54 Y:62 K:3

Golden Oat
Hex: EBB676
R:235 G:182 B:118
C:0 M:23 Y:50 K:8

Hex: B8CBE6

Hex: 9DD6AE

Hex: FBC2B9

Hex: F4D8AE

Maintain Readable Text Contrast

DO

Always prioritise contrast for body text.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla arcu sapien, interdum ut rhoncus non, posuere a libero. Nulla ornare dui vitae erat elementum rhoncus. In imperdiet ac arcu eget mollis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla arcu sapien, interdum ut rhoncus non, posuere a libero. Nulla ornare dui vitae erat elementum rhoncus. In imperdiet ac arcu eget mollis.

DON'T

White on color reduces legibility.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla arcu sapien, interdum ut rhoncus non, posuere a libero. Nulla ornare dui vitae erat elementum rhoncus. In imperdiet ac arcu eget mollis.

Color Is For Emphasis, Not Copy

DO

Use brand colors to highlight actions and hierarchy, not long-form copy.

This is how the typography looks together.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla arcu sapien, interdum ut rhoncus non, posuere a libero. Nulla ornare dui vitae erat elementum rhoncus. In imperdiet ac arcu eget mollis.

DON'T

Avoid using brand colors for body text or paragraphs.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla arcu sapien, interdum ut rhoncus non, posuere a libero. Nulla ornare dui vitae erat elementum rhoncus. In imperdiet ac arcu eget mollis.

Use Light Tints As Background Only

DO

Light tints add warmth without sacrificing clarity.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla arcu sapien, interdum ut rhoncus non, posuere a libero. Nulla ornare dui vitae erat elementum rhoncus. In imperdiet ac arcu eget mollis.

DON'T

Light tints aren't functional colors.

DANGER

SUCCESS

Typography

Gelica

Articulat CF

**This is how the
typography looks
together.**

This is the body of a
paragraph that talks
about a product.

**This is title font
to be used for
headlines.**

This is the body of a
paragraph that talks
about a product.

Hierarchy Before Styling

DO

Establish hierarchy with size and spacing first.

This is how the typography looks together.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla arcu sapien, interdum ut rhoncus non, posuere a libero. Nulla ornare dui vitae erat elementum rhoncus. In imperdiet ac arcu eget mollis.

DON'T

Avoid relying on styling to create hierarchy.

This is how the typography looks together.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla arcu sapien, interdum ut rhoncus non, posuere a libero. Nulla ornare dui vitae erat elementum rhoncus. In imperdiet ac arcu eget mollis. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla arcu sapien, interdum ut rhoncus non, posuere a libero. Nulla ornare dui vitae erat elementum rhoncus. In imperdiet ac arcu eget mollis.

Use Weight & Size Before Color

DO

Use weight and scale to draw attention.

This is how the **typography** looks together.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla arcu sapien, interdum ut **rhoncus non**, posuere a libero. Nulla ornare dui vitae erat elementum rhoncus. In imperdiet ac arcu eget mollis.

DON'T

Avoid using color as a substitute for hierarchy.

This is how the **typography** looks together.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla arcu sapien, interdum ut **rhoncus non**, posuere a libero. Nulla ornare dui vitae erat elementum rhoncus. In imperdiet ac arcu eget mollis.

Optimize Body Text For Reading

DO

Body text should feel effortless to read.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla arcu sapien, interdum ut rhoncus non, posuere a libero. Nulla ornare dui vitae erat elementum rhoncus. In imperdiet ac arcu eget mollis.

DON'T

Avoid dense or decorative body copy.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla arcu sapien, interdum ut rhoncus non, posuere a libero. Nulla ornare dui vitae erat elementum rhoncus. In imperdiet ac arcu eget mollis. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla arcu sapien, interdum ut rhoncus non, posuere a libero. Nulla ornare dui vitae erat elementum rhoncus. In imperdiet ac arcu eget mollis.

Primary Logo





Sparkles
.dev

Primary Logo Clearspace

It is important that wherever our primary logo is placed that it is not infringed by other elements.

To ensure this, we maintain a consistent distance of **0.5x** around the logo, ‘x’ the height of the logo mark.

To ensure legibility, the **minimum size we use our logo is at a height of 50px.**

		1x
x		
		1x

MINIMUM PRIMARY LOGO SIZE



50px









Wordmark



Sparkles

Sparkles

Wordmark Clearspace

It is important that wherever our primary logo is placed that it is not infringed by other elements.

To ensure this, we maintain a consistent distance of **0.5x** around the logo, ‘x’ **the height of the logo mark.**

To ensure legibility, the **minimum size we use our logo is at a height of 50px.**

		1x
x		
		1x

MINIMUM PRIMARY LOGO SIZE











Logomark





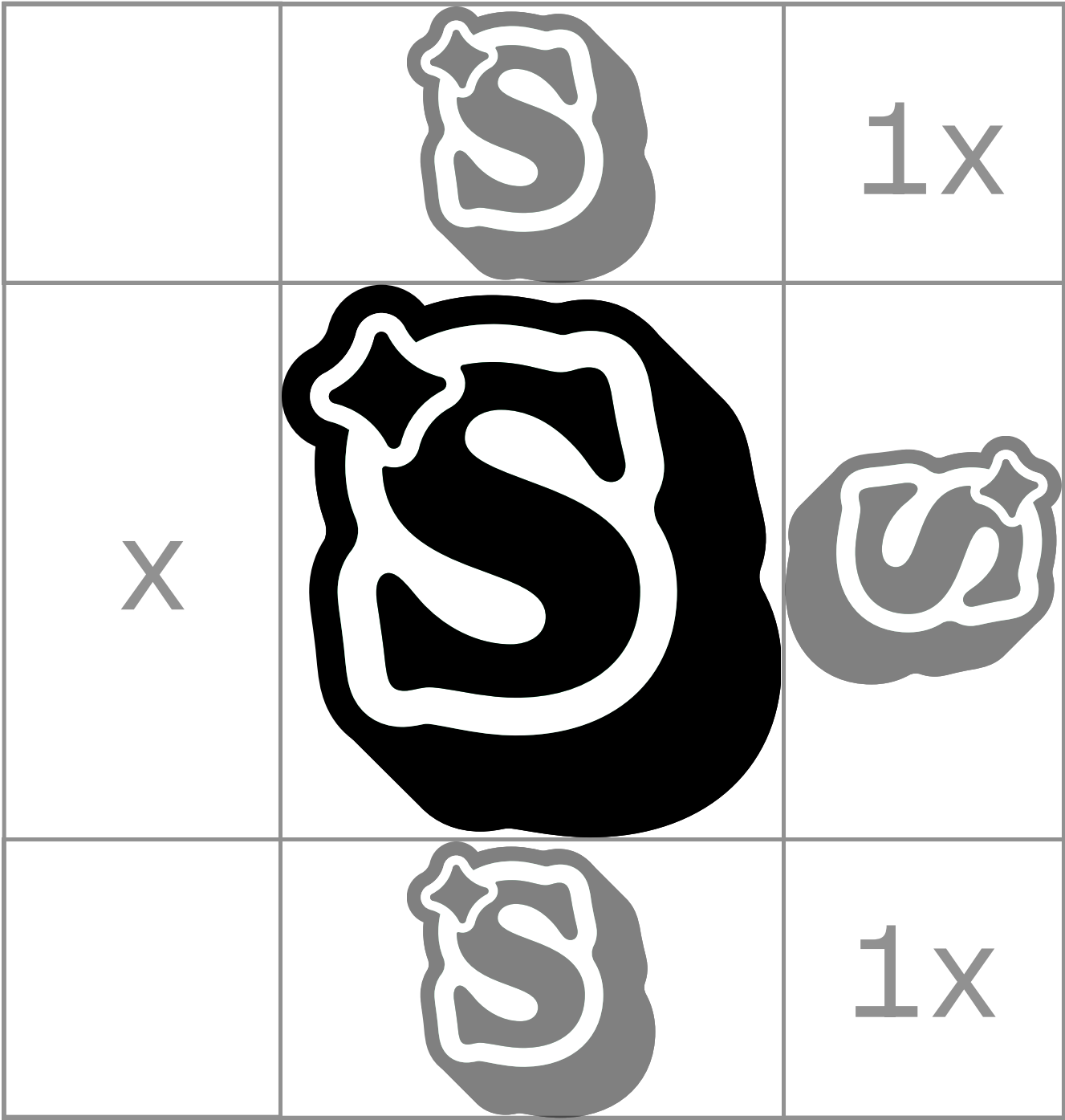


Logomark Clearspace

It is important that wherever our primary logo is placed that it is not infringed by other elements.

To ensure this, we maintain a consistent distance of **0.5x** around the logo, ‘x’ the height of the logo mark.

To ensure legibility, the **minimum size we use our logo is at a height of 50px.**



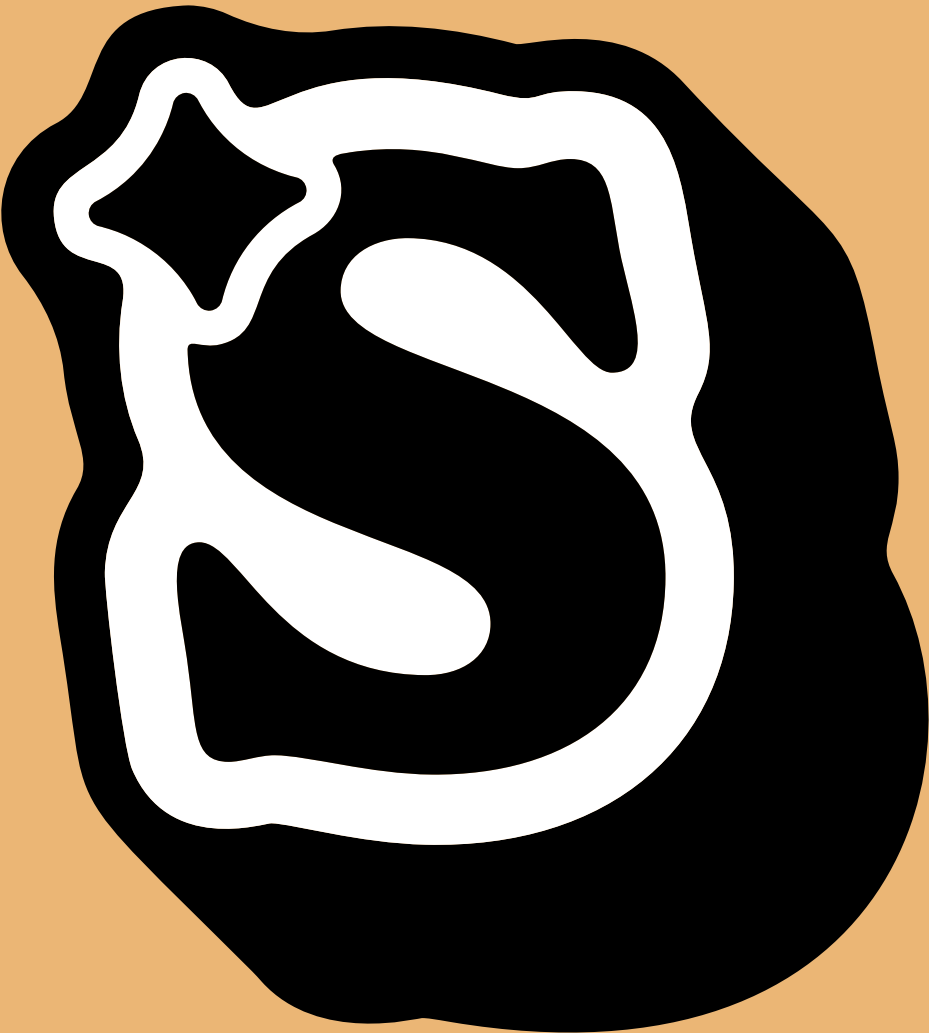
MINIMUM PRIMARY LOGO SIZE



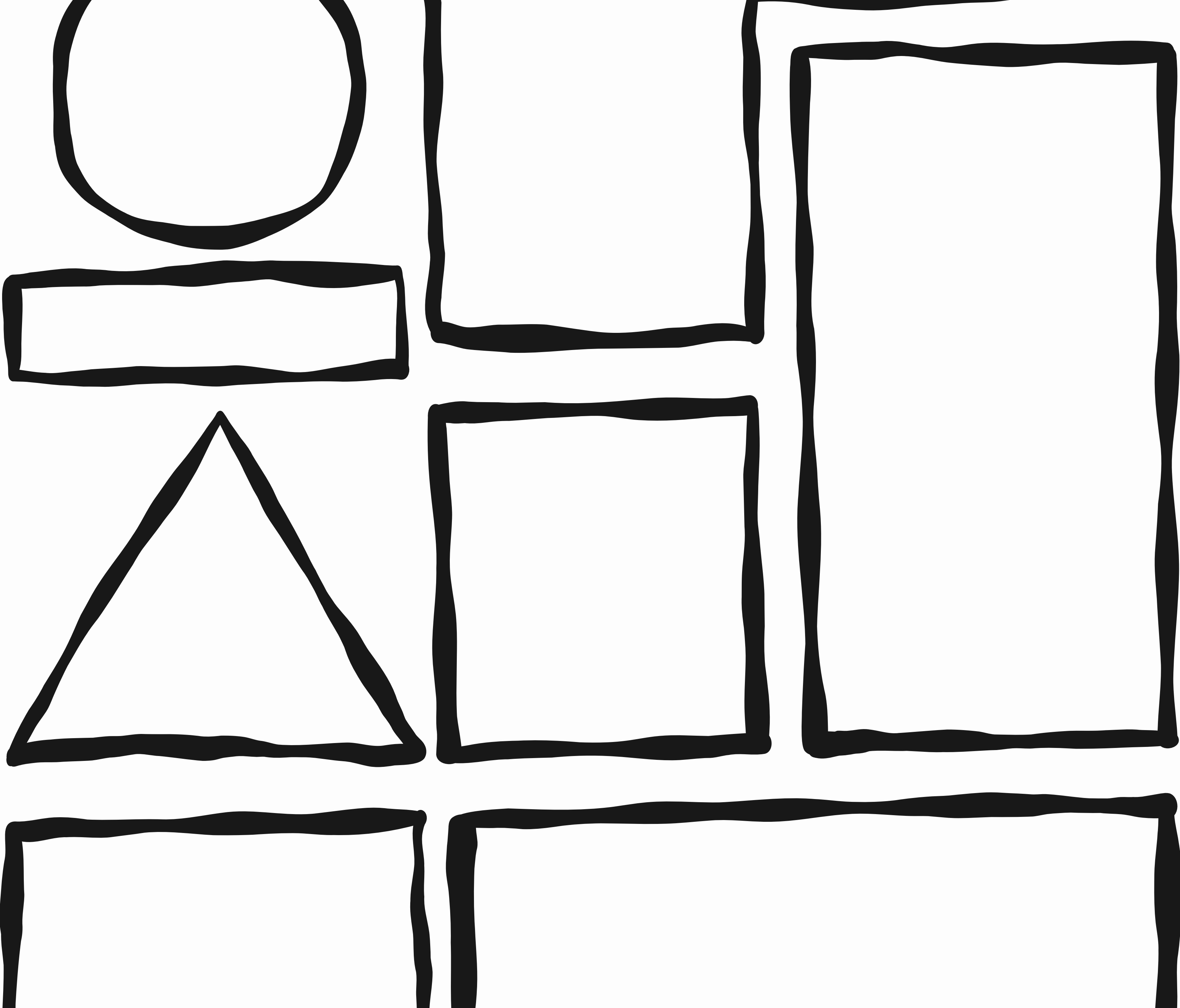


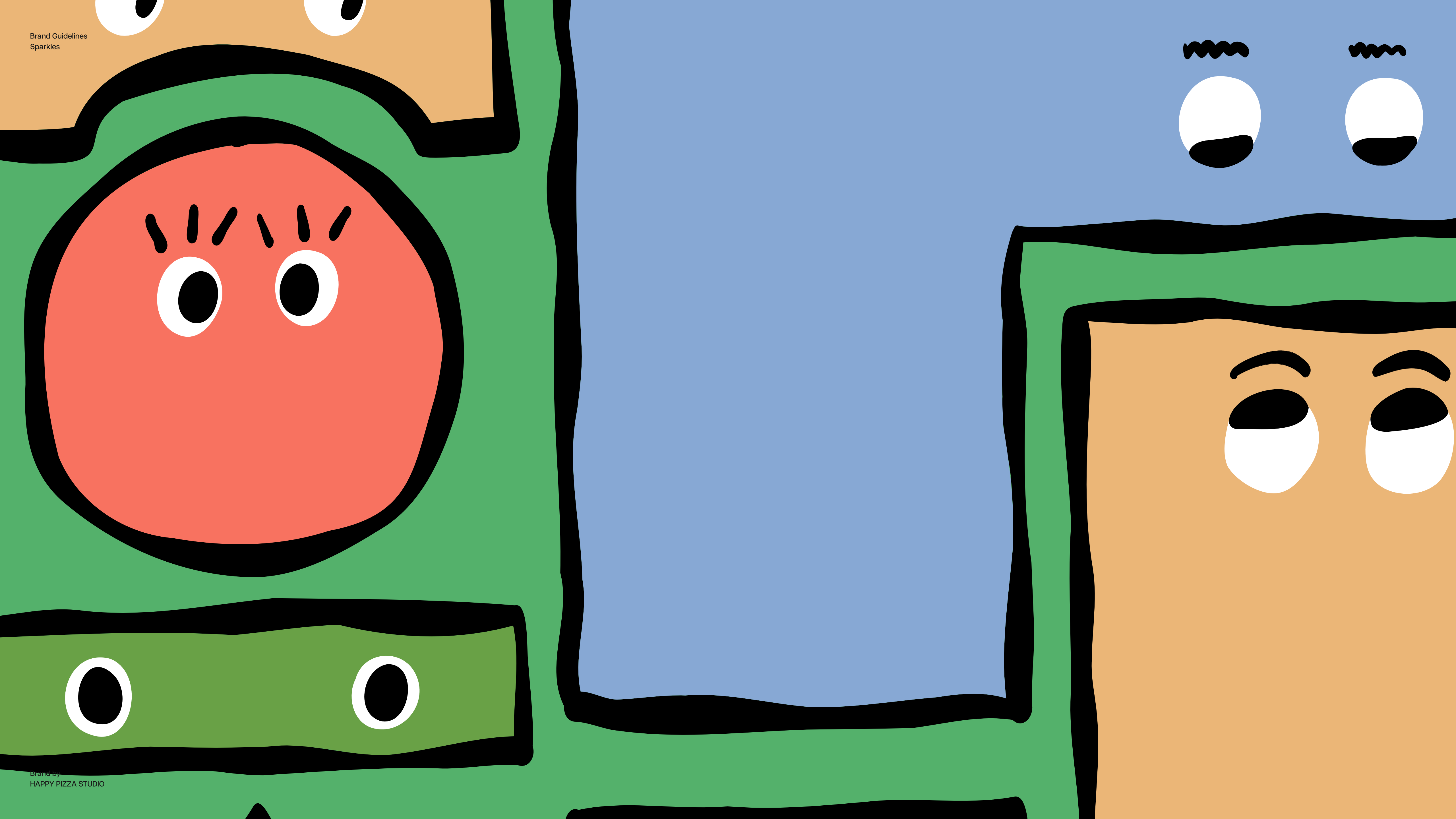


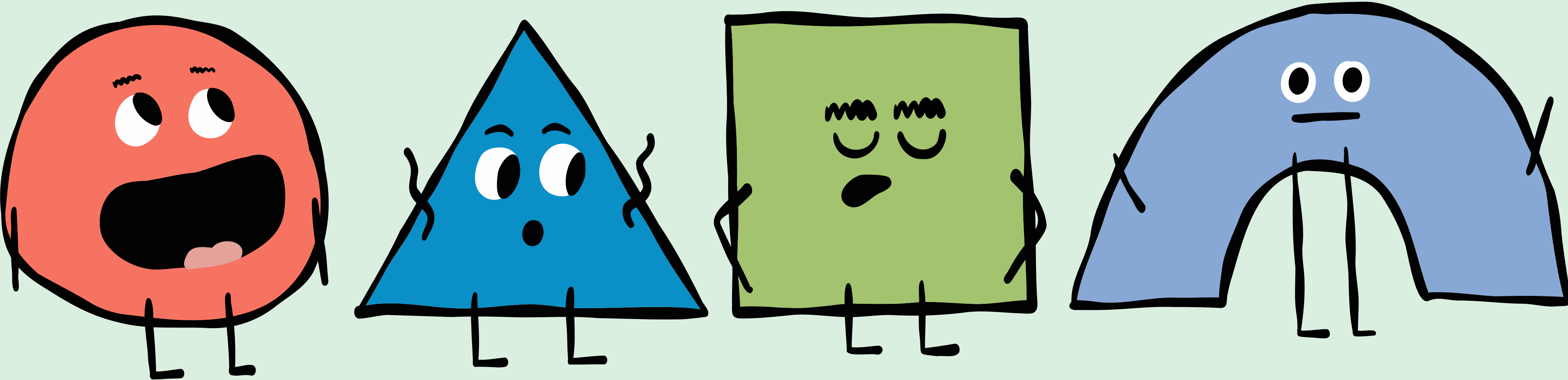


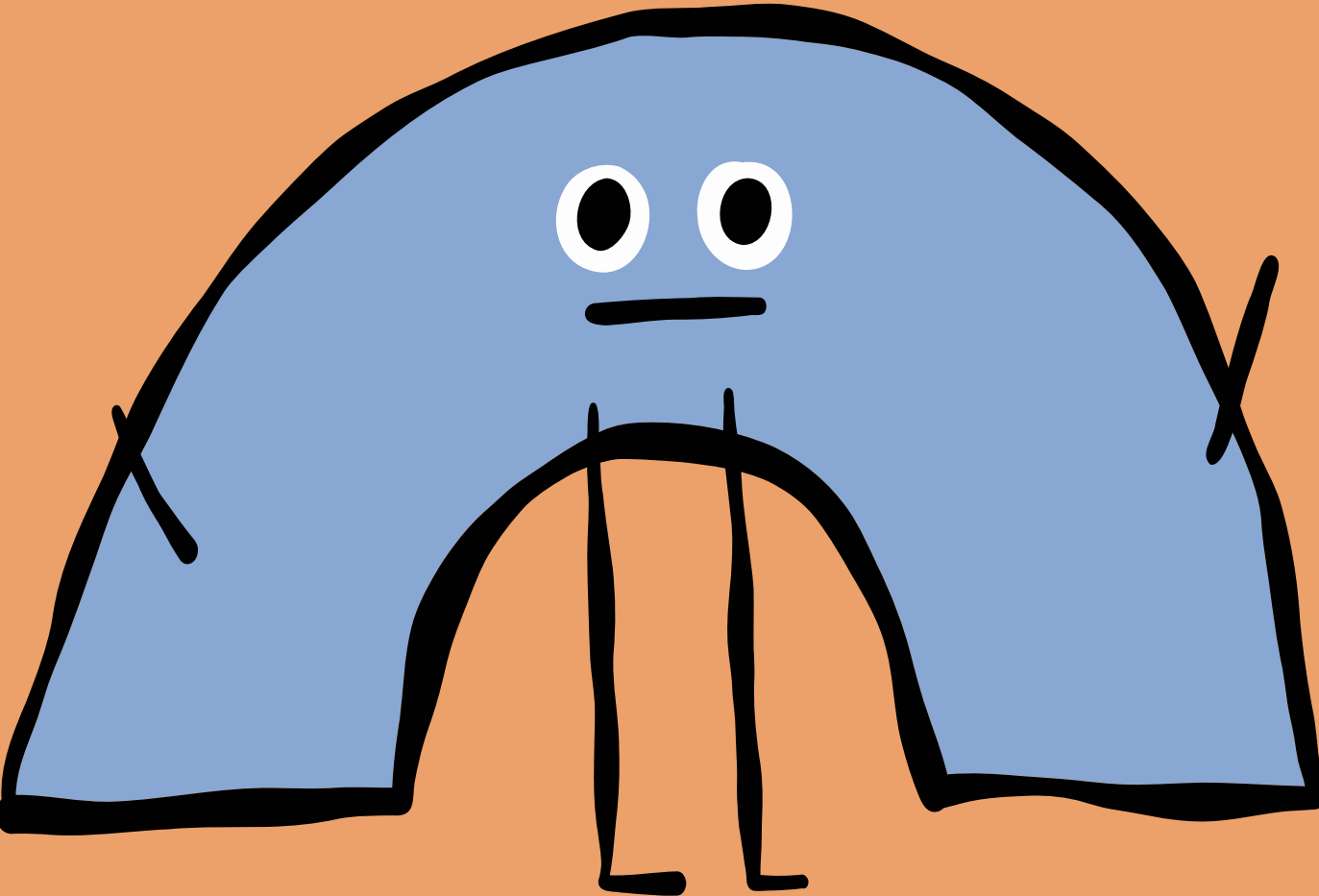
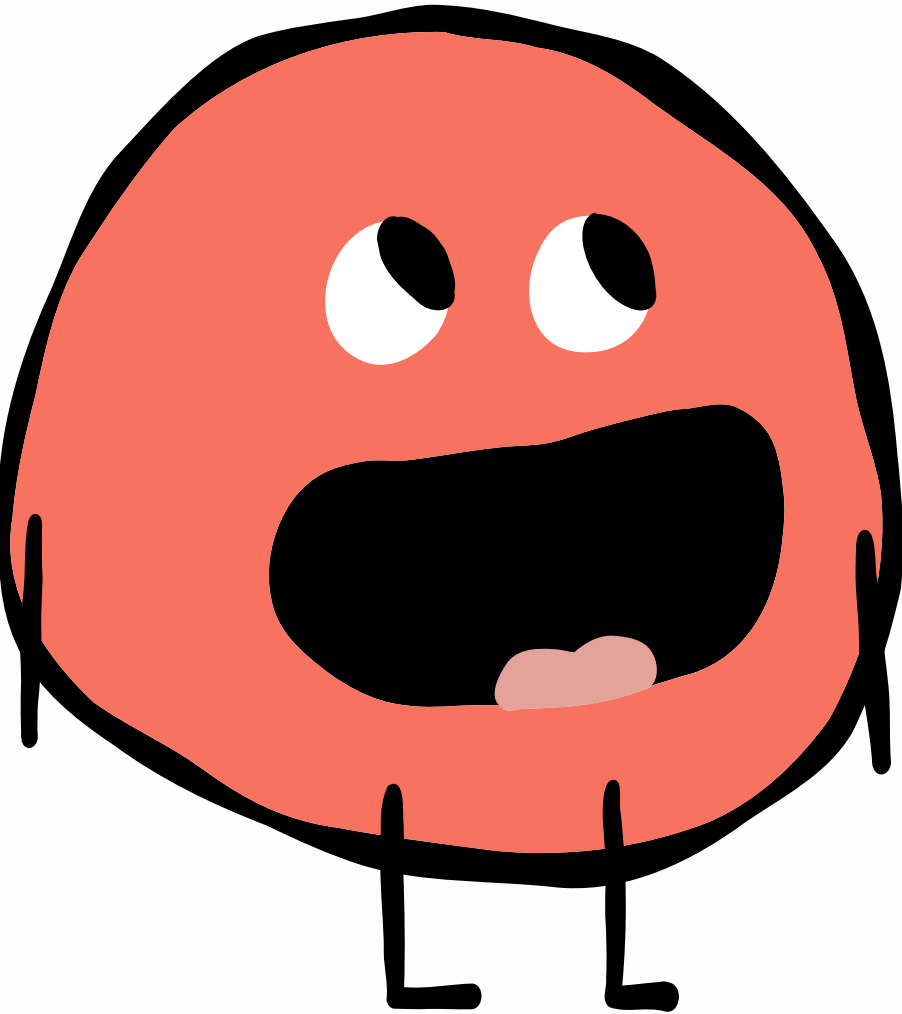
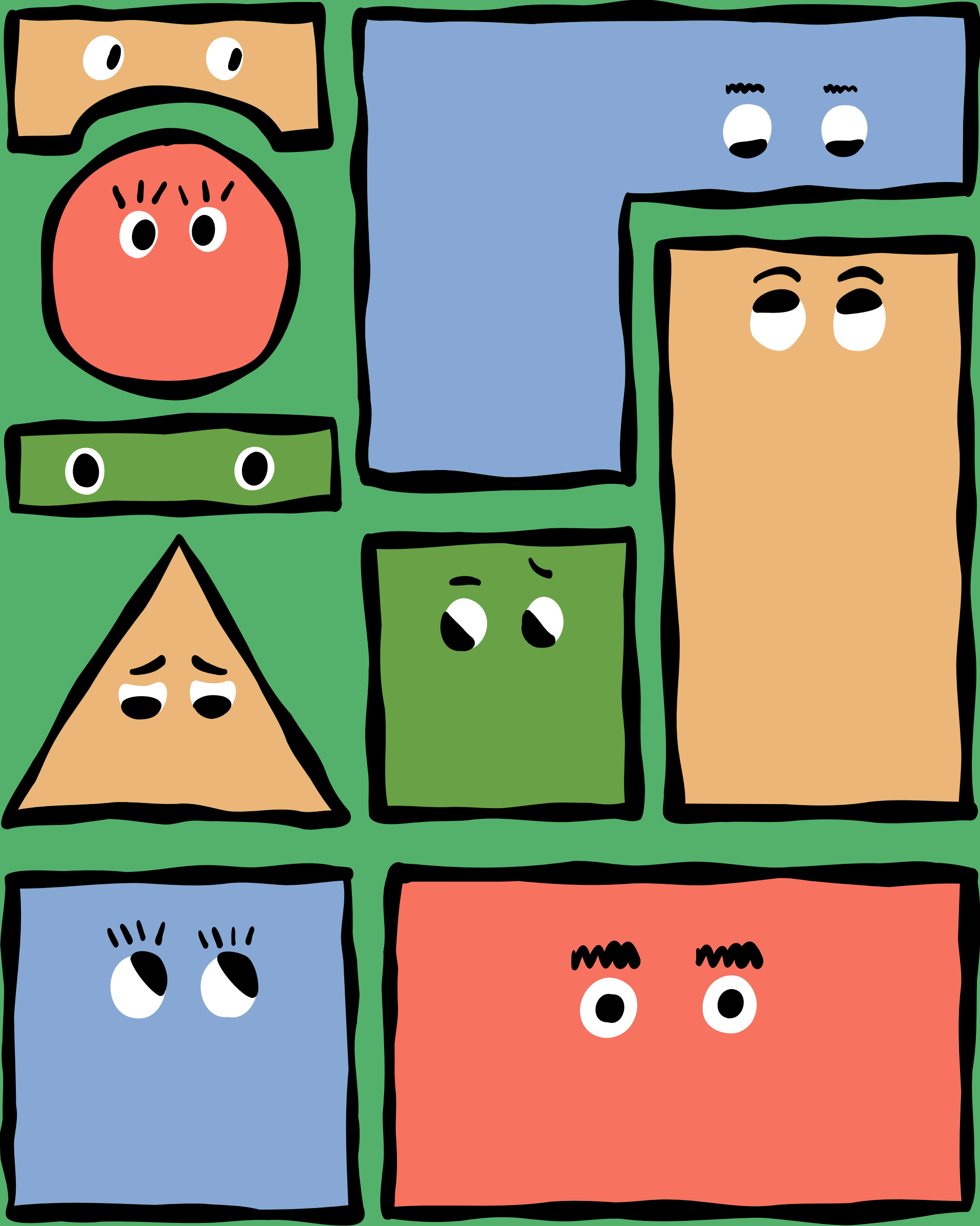


Illustrations



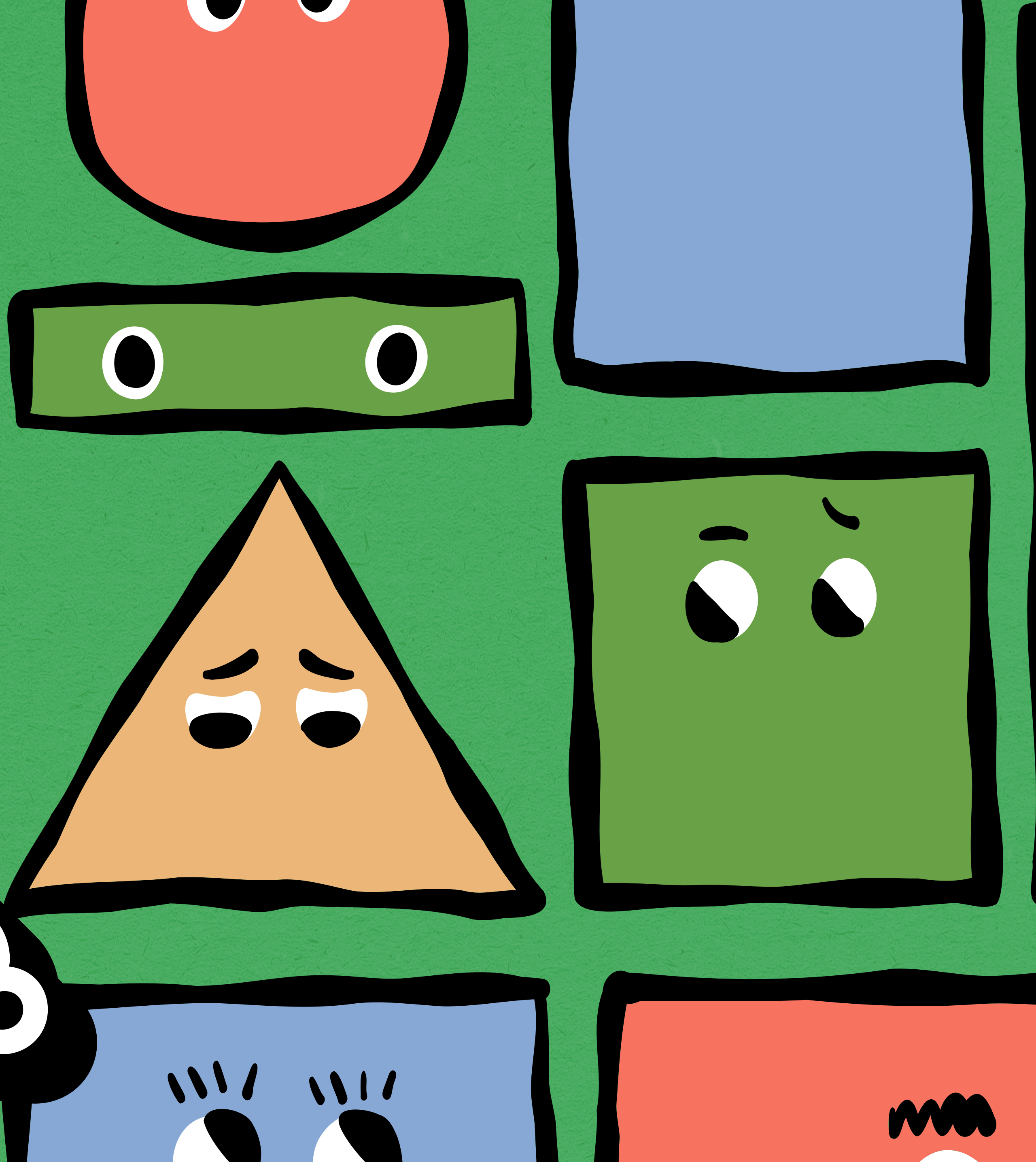


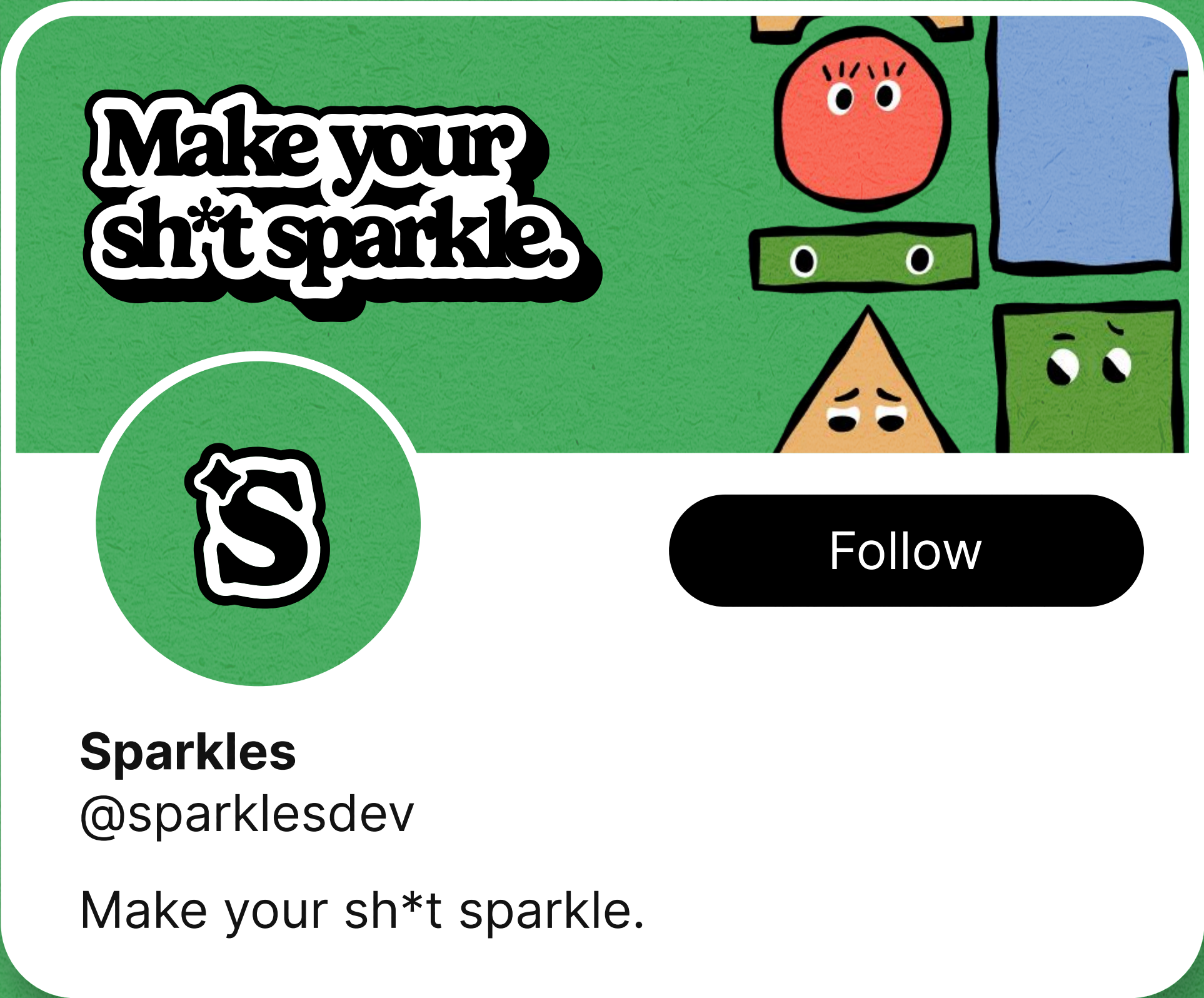
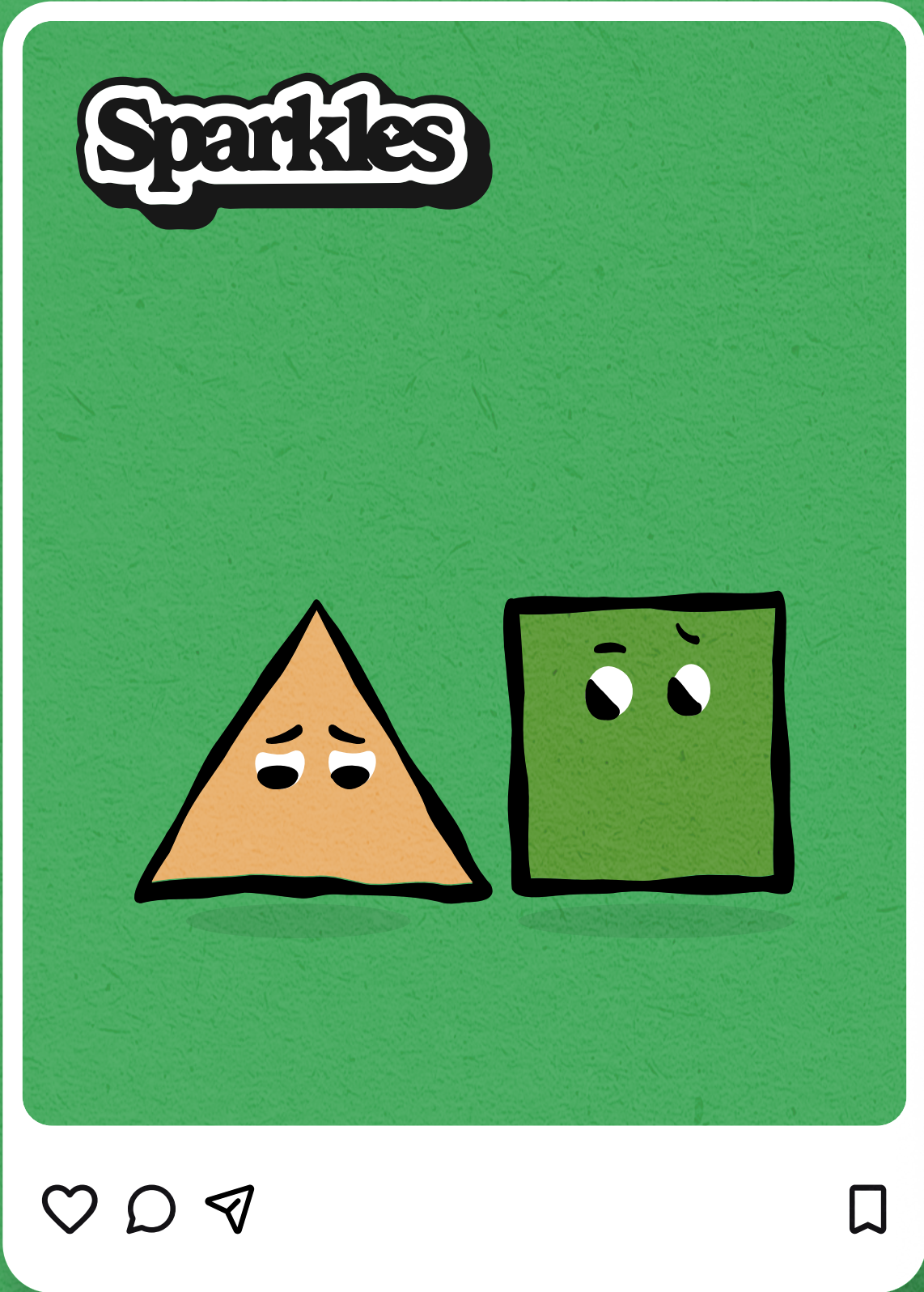


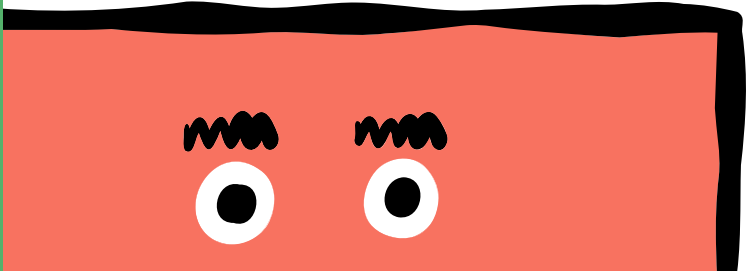
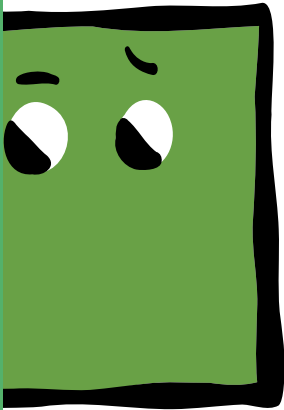
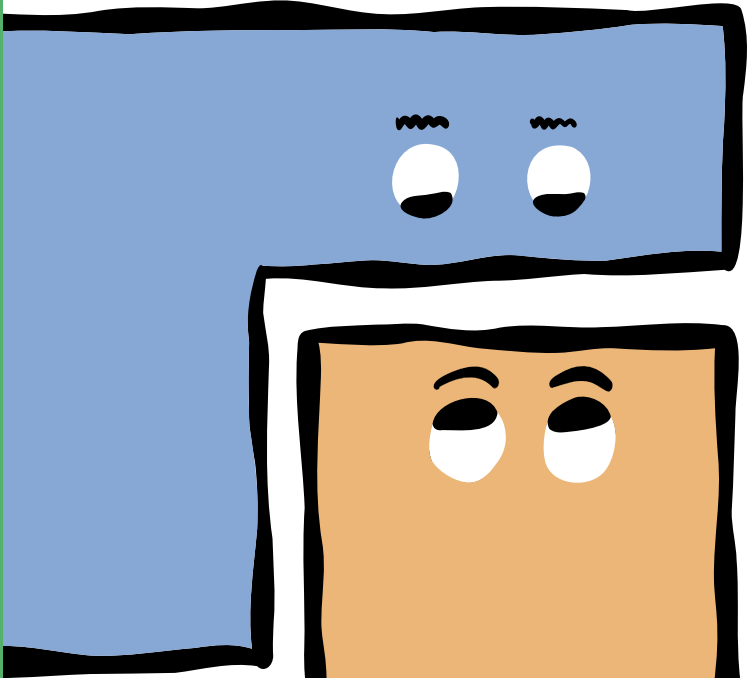




**Make your
sh*t sparkle.**







Sparkles

Backed by  **Combinator** and angels from 

Make everyone on your team a creator

(without breaking anything on prod)

Get started

