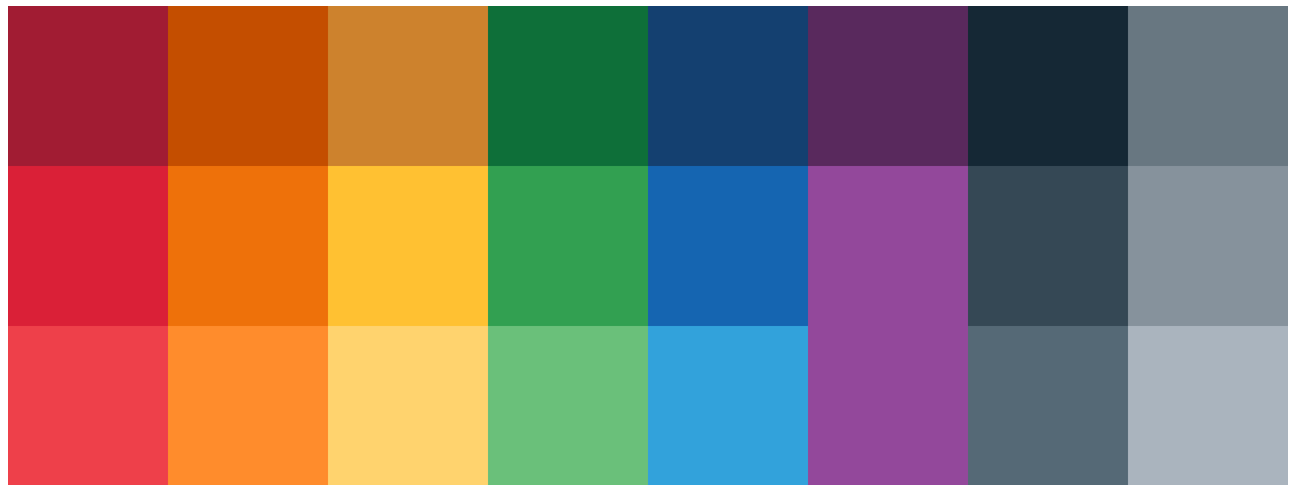


Product Color Palette

[← Back to Home](#)

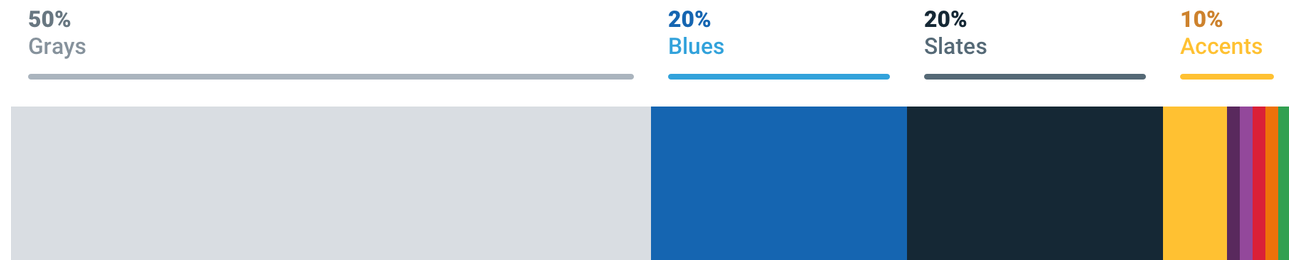
Color is key to expressing the Egencia's brand and identity. It also plays an important role in conveying specific meaning through design. Our brand is defined by the broad use of subtle colors, so our product is primarily grays, blues and slates. By design, this means that any use of brighter colors brings a lot of attention to that object or area, so the color story needs to be consistent.

Developer Documentation



General Usage

Note that despite a well-rounded palette, we use the accent colors sparingly. Egencia's product heavily uses the blues, slates, and a grays.



Text

All text **MUST** meet the [WCAG AA standard](#) with a contrast ratio of 4.5 or higher. This assures that our product meets the baseline accessibility standard, allowing as many users as possible to read our content. By the time a person reaches the age of 60, their visual acuity is only [about 30% that of what it was at age 20](#). The average age of our users is around [30-50 years old](#).

Default Text colors

- Slate Dark or Medium
- If text needs to be a different color besides slate, ensure that color meets at least AA (not AA+).
- All large text content blocks (Multiple sentences at a time) must meet AAA

Exceptions

- **Placeholder text** is acceptable at AA+ (3.0)
- **Disabled text** does not need to meet contrast ratio guidelines.

Decorative Elements

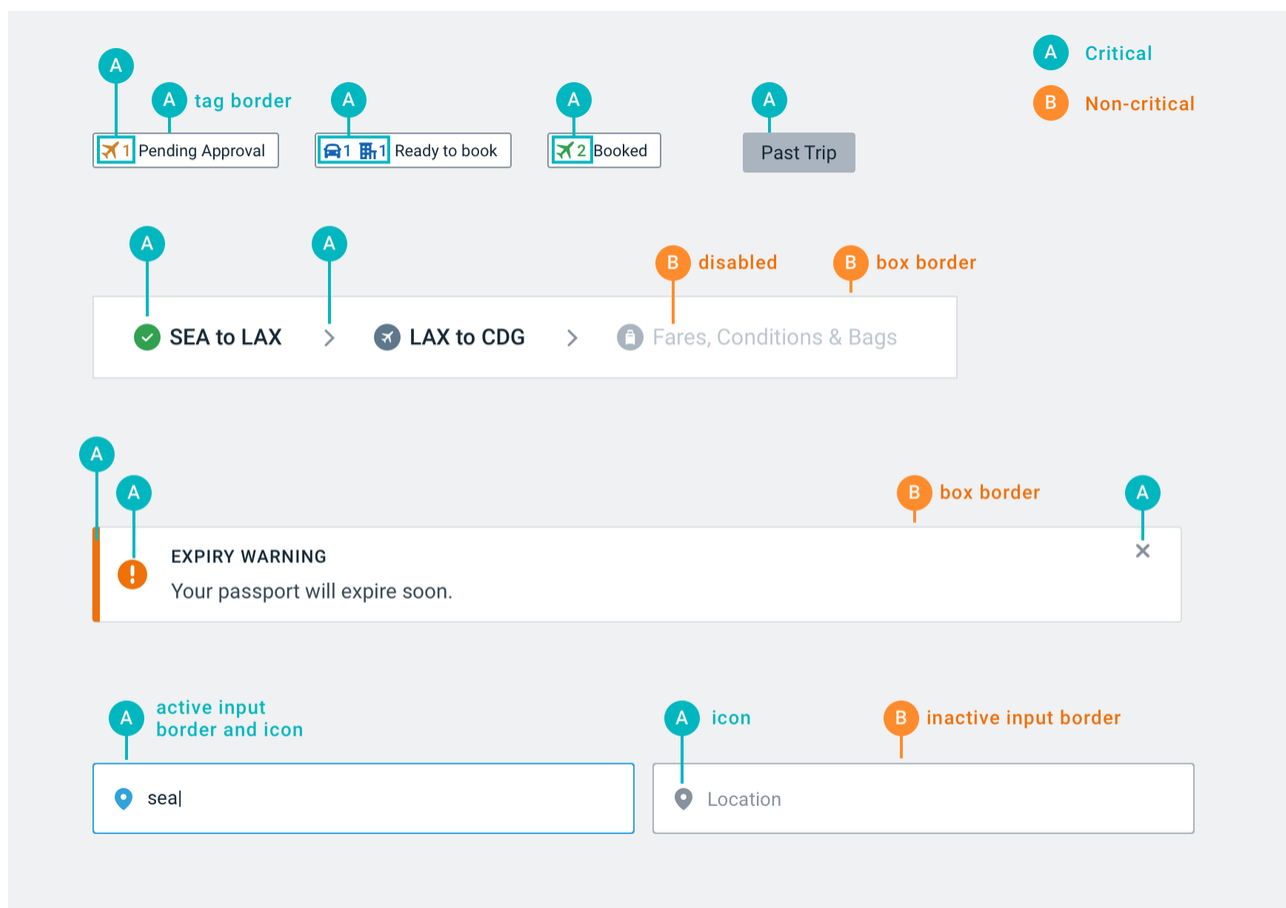
Critical decorative elements must have a contrast ratio of **3.0 or higher**. It is up to the designer's best judgement to design an accessible product.

Critical decorative elements include:

- Color accents
- Badges
- Tags
- Icons

Non-critical decorative elements could include:

- Borders of components such as Box
- Inactive input


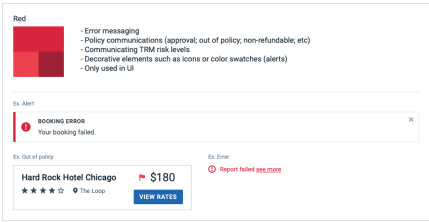

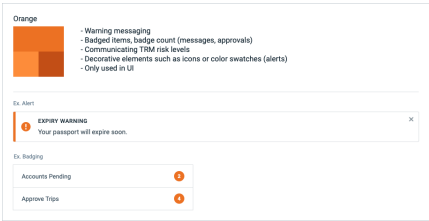




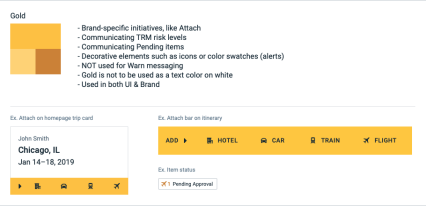

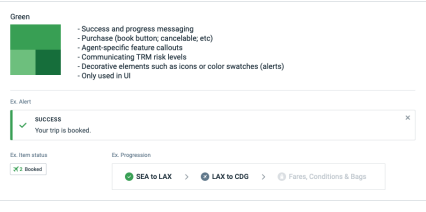

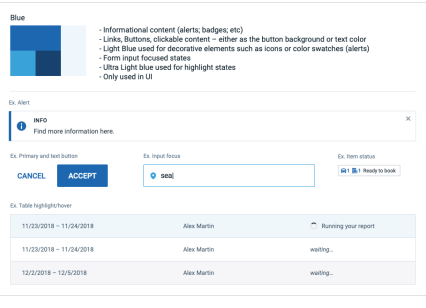
Rating Definitions

- **Fail** – The text does not have enough contrast with the background. This is a score of anything less than 3.0
 - **AA Large (AA+)** – The smallest acceptable amount of contrast for type sizes of 18pt and larger (or 14pt + bold). This is a score of 3.0 or higher.
 - **AA** – This is the baseline standard for text sizes less than 18pt. This is a score of at least 4.5.
 - **AAA** – This is enhanced contrast with a score of at least 7.0.
-
- The product design team must download and expense **Contrast** to consistently check contrast ratios in working files and production.
 - Stark is also a great plugin for Sketch that allows you to check contrast and color blindness within your documents.

Usage

These use cases are not intended to be an exhaustive list, but more as constraints on where each color is used.

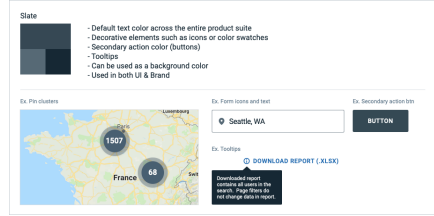
Color	Usage	Examples
 <p>Red</p>	<ul style="list-style-type: none"> • Error messaging • Policy communications (approval; out of policy; non-refundable; etc.) • Communicating TRM risk levels • Decorative elements such as icons or color swatches (alerts) • Only used in UI 	 <p>Red</p> <ul style="list-style-type: none"> - Error messaging - Policy communications (approval; out of policy; non-refundable; etc) - Communicating TRM risk levels - Decorative elements such as icons or color swatches (alerts) - Only used in UI <p>Ex. Alert</p> <p>BOOKING ERROR Your booking failed</p> <p>Ex. Out of policy</p> <p>Hard Rock Hotel Chicago \$180 ★ ★ ★ ★ The Loop VIEW RATES</p> <p>Ex. Error Report failed see more</p>
 <p>Orange</p>	<ul style="list-style-type: none"> • Warning messaging • Badged items; badge count (messages, approvals) • Communicating TRM risk levels - <i>future</i> 	 <p>Orange</p> <ul style="list-style-type: none"> - Warning messaging - Badged items, badge count (messages, approvals) - Communicating TRM risk levels - Decorative elements such as icons or color swatches (alerts) - Only used in UI <p>Ex. Alert</p> <p>EXPIRY WARNING Your passport will expire soon.</p> <p>Ex. Badging</p> <p>Accounts Pending 0</p> <p>Approve Tips 0</p>

	<ul style="list-style-type: none"> Decorative elements such as icons or color swatches (alerts) Only used in UI 	
 <p>Gold / Canary</p>	<ul style="list-style-type: none"> Brand-specific initiatives, like Attach Communicating TRM risk levels Communicating pending items Decorative elements such as icons or color swatches NOT used for any Warn or Error messaging Gold is not to be used as a text color on white Used in both UI & Brand 	
 <p>Green</p>	<ul style="list-style-type: none"> Success messaging and progress messaging Purchase (book button; cancellable; etc.) Agent-specific feature callouts Communicating TRM risk levels Decorative elements such as icons or color swatches (alerts) Only used in UI 	
 <p>Blue</p>	<ul style="list-style-type: none"> Informational content (alerts; badges; icons; etc.) Blue is for actionable content - either as the button background or text color Blue Light is used for decorative elements such as icons or color swatches; form input focused state Ultra Light Blue is only used for highlight/hover states Only used in UI 	
	<ul style="list-style-type: none"> Default text color across the 	



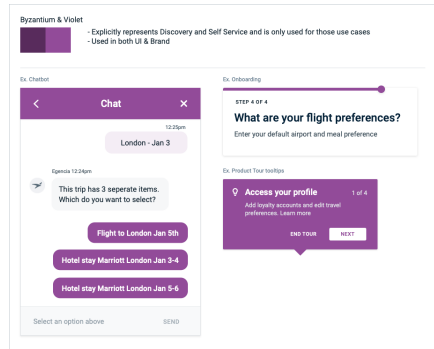
Slate

- entire product suite
- Decorative elements such as icons or color swatches
- Secondary action color (buttons)
- Tooltips
- Can be used as a background color
- Used in both UI & Brand



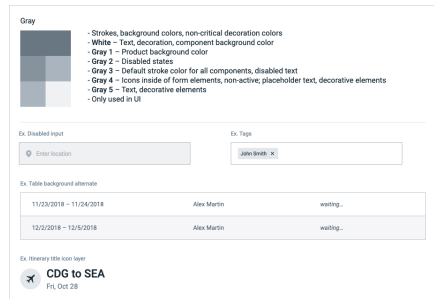
Byzantium & Violet

- Explicitly represents Discovery and Self Service and is only used for those use cases
- Used in both UI & Brand



Gray

- Strokes, background colors, decoration colors
- White** – Text, decoration, component background color
- Gray 1** – Product background color
- Gray 2** – Disabled background states; default stroke color for all components
- Gray 3** – Icons inside of form elements; form input stroke color; non-active; Disabled text
- Gray 4** – Placeholder text; decorative elements
- Gray 5** – Text; decorative elements
- Only used in UI



Sea Green

























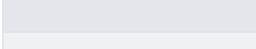
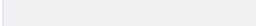
- Sea Green is not used in Product. Used for marketing materials only.*

	<ul style="list-style-type: none">• Only used in Brand	
Mulberry	<ul style="list-style-type: none">• <i>Mulberry is not used in Product. Used for marketing materials only.</i>• Only used in Brand	

Additional Resources

- [Egencia Brand Portal](#)
- [Accessibility Before Aesthetics](#)
- [Accessibility for Visual Design](#)
- [Designing for Accessibility and Inclusion](#)
- [Stop Designing for Only 85% of Users](#)

Product UI Colors

Color	Name	HEX	RGB	Less Variable	Standard Alert Colors
	Blue Dark	#144070	rgba (20, 64, 112; 1)	@colorBlueDark	
	Blue Medium	#1565B1	rgba (21, 101, 177; 1)	@colorBlueMed	@colorInfo
	Blue Light	#32A2DB	rgba (50, 162, 219; 1)	@colorBlueLight	
	Blue Ultra Light	#EFF7FC	rgba (236, 247, 252; 1)	@colorBlueUltraLight	
	Green Dark	#0E6F39	rgba (14, 111, 57; 1)	@colorGreenDark	
	Green Medium	#32A051	rgba (50, 160, 81; 1)	@colorGreenMed	@colorSuccess
	Green Light	#6AC07A	rgba (106, 192, 122; 1)	@colorGreenLight	
	Red Dark	#A11C33	rgba (161, 28, 51; 1)	@colorRedDark	
	Red Medium	#DA2037	rgba (218, 32, 55; 1)	@colorRedMed	@colorError
	Red Light	#EE404A	rgba (238, 64, 74; 1)	@colorRedLight	
	Orange Dark	#C44E00	rgba (196, 78, 0; 1)	@colorOrangeDark	
	Orange Medium	#EE710A	rgba (238, 113, 10; 1)	@colorOrangeMed	@colorWarn
	Orange Light	#FF8C2C	rgba (255, 140, 44; 1)	@colorOrangeLight	
	Gold Dark	#CD822D	rgba (205, 130, 45; 1)	@colorGoldDark	
	Gold Medium	#FFC132	rgba (255, 193, 50; 1)	@colorGoldMed / @colorBrandPrimary	
	Gold Light	#FFD36E	rgba (255, 211, 110; 1)	@colorGoldLight	
	Slate Dark	#152835	rgba (21, 40, 53; 1)	@colorSlateDark / @colorBrandSecondary	
	Slate Medium	#354855	rgba (53, 72, 85; 1)	@colorSlateMed	
	Slate Light	#556976	rgba (85, 105, 118; 1)	@colorSlateLight	
	Byzantium	#59295D	rgba (89, 41, 93; 1)	@colorByzantium	
	Violet	#93489B	rgba (147, 72, 155; 1)	@colorViolet	
	Grayscale 5	#687781	rgba (104, 119, 129; 1)	@colorGrayscale5	
	Grayscale 4	#86929C	rgba (134, 146, 156; 1)	@colorGrayscale4	
	Grayscale 3	#AAB4BE	rgba (170, 180, 190; 1)	@colorGrayscale3	
	Grayscale 2	#E3E6EA	rgba (227, 230, 234; 1)	@colorGrayscale2	
	Grayscale 1	#F0F1F2	rgba (240, 241, 242; 1)	@colorGrayscale1	

Red	Dark	AAA	Medium	AA	Light	AA+		
	Dark	AAA	Medium	AA	Light	AA+		
Orange	Dark	AA	Medium	AA+	Light	AA		
	Dark	AA	Medium	AA+	Light	AA		
Gold	Dark	AA+	Medium	AAA	Light	AAA		
	Dark	AA+	Medium	AAA	Light	AAA		
Green	Dark	AA	Medium	AA+	Light	AA		
	Dark	AA	Medium	AA+	Light	AA		
Blue	Dark	AAA	Medium	AA	Light	AA	Ultra Light	AAA
	Dark	AAA	Medium	AA	Light	AA	Ultra Light	AAA

Byzantium	Dark	AAA								
	Dark	AAA								
Violet	Dark	AA								
	Dark	AA								
Slate	Dark	AAA	Medium	AAA	Light	AA				
	Dark	AAA	Medium	AAA	Light	AA				
Gray	Gray5	AA	Gray4	AA+	Gray3	AAA	Gray2	AAA	Gray0	AAA
	Gray5	AA	Gray4	AA+	Gray3	AAA	Gray2	AAA	Gray0	AAA