

Color overview

2

Primary colors

For our main brand communications, we use our primary colors. These are the colors we’re claiming and use them consistently to build recognition.

LumApps Yellow

HEX: #FFEC40
CMYK: 2 / 2 / 86 / 0
PANTONE: 115 C/U

Optimist Yellow

HEX: #FFF4C9
CMYK: 0 / 2 / 24 / 0
PANTONE: 25% of 115 C/U

Neutral Yellow

HEX: #FFFBEA
CMYK: 0 / 1 / 8 / 0
PANTONE: 10% of 115 C/U

Architect Black

HEX: #32312F
CMYK: 68 / 63 / 64 / 61
PANTONE: 426 C/U

Architect Slate

HEX: #887B7B
CMYK: 47 / 48 / 44 / 8
PANTONE: Warm Gray 8C

Silver

HEX: #E0E0E0 | CMYK: 11 / 8 / 9 / 0 | PANTONE: Cool Gray 1 C/U

White

HEX: #FFFFFF | CMYK: 0 / 0 / 0 / 0 | PANTONE: -

Secondary colors

Our secondary color palette adds flexibility and expressive range to the brand system. These colors are designed to support sub branding, campaigns, and specific contexts without competing with the core brand colors. They allow for differentiation and character while maintaining a cohesive and recognizable visual identity across the ecosystem.

Emerald	HEX: #60A505 CMYK: 68 / 12 / 100 / 0 PANTONE: 369 C/U	#BDF07A 28 / 0 / 68 / 0 374 C/U	#374d1c 72 / 46 / 100 / 45 5743 C/U
Blush Pink	HEX: #DE30B1 CMYK: 18 / 87 / 0 / 0 PANTONE: 239 C/U	#F9B6E3 3 / 34 / 0 / 0 0521 C/U	#701859 56 / 100 / 35 / 23 7650 C/U
Nebula	HEX: #9358D6 CMYK: 56 / 73 / 0 / 0 PANTONE: 265 C/U	#D8BBFA 16 / 27 / 0 / 0 2635 C/U	#4F2452 72 / 94 / 37 / 33 262 C/U
Azure	HEX: #239AC6 CMYK: 76 / 24 / 10 / 0 PANTONE: 7689 C/U	#90DBF5 38 / 0 / 2 / 0 2975 C/U	#2D424A 82 / 61 / 54 / 42 7546 C/U
Alert	HEX: #E34038 CMYK: 5 / 90 / 85 / 0 PANTONE: 179 C/U	#F7A19C 0 / 45 / 29 / 0 1625 C/U	#73231E 32 / 91 / 88 / 43 1815 C/U

Contrast ratios

– secondary colors

Our secondary color palette has been tested using Figma’s built-in contrast checker to ensure clarity, readability, and accessibility across all touchpoints.

What this means

Each secondary color was evaluated in combination with light and dark text using Figma’s accessibility tools. The ratings indicate which combinations are safe to use for interface elements, typography, and functional components.

Accessibility levels

AAA - Meets the highest accessibility standard. Suitable for all text sizes and critical content.

AA - Meets the required accessibility standard. Suitable for body text, UI labels, and interactive elements.



Contrast ratios – Pairings unsuitable for text

These pairings fail to achieve sufficient contrast when used with light or dark text. As a result, they reduce legibility and should not be used for typography or essential UI elements.

Guidelines

The following color combinations were tested using Figma's built-in contrast checker and do not meet accessibility requirements for readable text.

