



Brand Colors.

OFFICIAL COLOR SYSTEM · UPDATED APRIL 2026

01 — PRIMARY PALETTE



Volt Blue

HEX #0047FF
RGB 0 · 71 · 255
CMYK 100 · 72 · 0 · 0
Primary brand · CTAs · key emphasis



Volt Yellow

HEX #B8860B / #FFD700
RGB 184 · 134 · 11
CMYK 0 · 27 · 94 · 28
Highlights · gradient pairs · accents



Volt Teal

HEX #0D9488 / #2DD4BF
RGB 13 · 148 · 136
CMYK 91 · 0 · 8 · 42
Tertiary signal · positive states



Volt Orange

HEX #EA580C / #F97316
RGB 234 · 88 · 12
CMYK 0 · 62 · 95 · 8
Tertiary signal · warm contrast

Dual values: print variant first (use on white/cream) · web variant second (use in dark UI).

02 — NEUTRAL PALETTE

VOLTAGE · DARK

BG	#0A0A0C	10	10	12
CARD	#16161B	22	22	27
TEXT-1	#FAFAF7	250	250	247
TEXT-3	#6B6B75	107	107	117
RULE	#1F1F25	31	31	37

ATLAS · LIGHT

BG	#FDFCF8	253	252	248
CARD	#FFFFFF	255	255	255
TEXT-1	#1A1A1F	26	26	31
TEXT-3	#6B6B75	107	107	117
RULE	#E2E0D5	226	224	213

03 — USAGE

PRIMARY

Volt Blue is the primary brand color. Reserve for CTAs, hero emphasis, and key links. Don't tint, fade, or modify it.

SECONDARY

Yellow, Teal, and Orange are tertiary accents. Use sparingly to differentiate categories or pair with Blue in gradient applications.

PAIRING

Pair brand colors with neutrals — never put two primary colors directly adjacent except in deliberate gradient applications (e.g. footer rule).

VARIANTS

Use the print (Atlas) variants on white or cream for WCAG-compliant contrast. Web variants are reserved for dark UI contexts.

04 — CONTACT

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