

AccelaStudy AI: Brand Color Palette

Source: Renkara Media Group Brand Guidelines

Primary Colors

Name	Hex	RGB	Usage
Renkara Navy	#1B2A4A	27, 42, 74	Primary brand, headings, dark backgrounds
Renkara Blue	#2E6B9E	46, 107, 158	Accents, links, interactive elements
Renkara Slate	#5A6577	90, 101, 119	Body text, secondary content

Extended Palette

Name	Hex	Usage
Cloud White	#F8FAFC	Light backgrounds, cards
Mist	#E2E8F0	Borders, dividers, subtle backgrounds
Steel	#94A3B8	Disabled states, placeholder text
Ink	#0F172A	Maximum contrast text, dark mode backgrounds

AccelaStudy Product Accent

Name	Hex	Light Complement
Emerald (AccelaStudy)	#059669	#D1FAE5

Semantic Colors

Name	Hex	Usage
Success	#22C55E	Correct answers, pass indicators
Error	#EF4444	Wrong answers, critical alerts
Warning	#F59E0B	Cautions, near-miss indicators
Accent	#00E5FF	Highlights, interactive elements

Dark Mode

In dark mode, swap Renkara Navy (#1B2A4A) for Ink (#0F172A) as the background. Renkara Blue lightens to #60A5FA. AccelaStudy Emerald shifts to its 400-weight equivalent for contrast on dark surfaces.

Typography

Typeface	Usage	Weights
Plus Jakarta Sans	Customer-facing (web, iOS, desktop, marketing)	400, 500, 600, 700, 800
Fira Code	Code blocks, technical content	400, 500, 600
Geist + Geist Mono	Internal tools	400, 500, 600, 700