

BRAND IDENTITY

Color Palette

Official brand colors for digital and print

Real Blue · Real Blue Deep · Real Blue Tint
Ink · Body · Dark · Subtle · White

BRAND



Real Blue
#2050F2

RGB 32 · 80 · 242
CMYK 87 · 67 · 0 · 5
HSL 225° · 89% · 54%

Primary CTAs, taglines, key accents



Real Blue Deep
#0D32A9

RGB 13 · 50 · 169
CMYK 92 · 70 · 0 · 34
HSL 224° · 85% · 36%

Hover states, CTA section fills



Real Blue Tint
#6F8FFB

RGB 111 · 143 · 251
CMYK 56 · 43 · 0 · 2
HSL 226° · 93% · 71%

Text links on dark, light bg tints

NEUTRAL



Ink
#0F172A

RGB 15 · 23 · 42
CMYK 64 · 45 · 0 · 84

Headlines, primary text



Body
#4A5565

RGB 74 · 85 · 101
CMYK 27 · 16 · 0 · 60

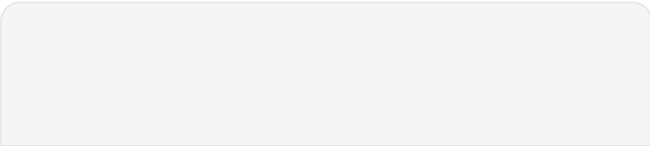
Body copy, secondary text



Dark
#131313

RGB 19 · 19 · 19
CMYK 0 · 0 · 0 · 93

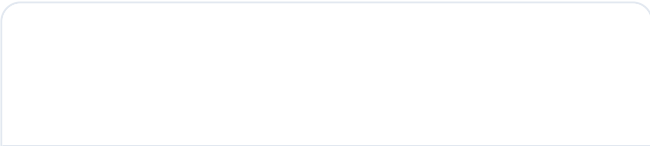
Footer, dark section bg



Subtle
#F5F5F5

RGB 245 · 245 · 245
CMYK 0 · 0 · 0 · 4

Alternate section background



White
#FFFFFF

RGB 255 · 255 · 255
CMYK 0 · 0 · 0 · 0

Page background, cards

IN USE

ON DARK

Real Finance

Institutional Asset Management

ON BRAND BLUE

Real Finance

Institutional Asset Management

ON LIGHT

Real Finance

Institutional Asset Management

USAGE RULES

Follow these guidelines to ensure all uses of the Real Finance color palette remain consistent, accessible, and on-brand.

✓ DO

- Use Real Blue (#2050F2) for primary interactive elements and CTAs
- Pair Ink (#0F172A) with white for body copy on light backgrounds
- Use Real Blue Tint (#6F8FFB) for accessible text links on dark or Ink backgrounds
- Use Subtle (#F5F5F5) as an alternate section background to add visual rhythm
- Use Dark (#131313) only for footer and full-bleed dark section backgrounds

✗ DON'T

- Do not place Ink text directly on Dark (#131313) — contrast is insufficient
- Do not use off-brand blues, tinted greys, or any colour outside the palette above
- Do not reduce Real Blue opacity to create tints — use Real Blue Tint instead
- Do not use the logo in any colour other than the three approved variants
- Do not use Body text colour for headlines — reserve it for body copy only

ACCESSIBILITY — WCAG 2.1 CONTRAST RATIOS

Foreground	Background	Ratio	AA Normal	AA Large	Typical use
 White	 Ink	16.8 : 1	Pass	Pass	Body copy on dark backgrounds
 Ink	 White	16.8 : 1	Pass	Pass	Headlines and body on white
 White	 Real Blue	4.6 : 1	Pass	Pass	Text on blue CTA buttons (large text)
 Blue Tint	 Ink	5.8 : 1	Pass	Pass	Links and accents on dark sections
 Body	 White	5.9 : 1	Pass	Pass	Paragraph text on white
 Ink	 Subtle	15.4 : 1	Pass	Pass	Text on alternate section backgrounds
 Real Blue	 White	4.6 : 1	Pass	Pass	Brand colour on light bg (large text only)