

Design

Colors



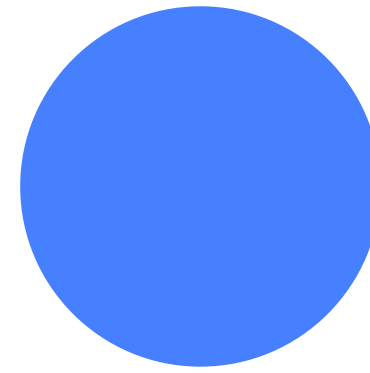
Primary colors

To stand with our Nordic brand identity, our main colors are Dark Grey, White and Blue. This palette is used in most cases.

Blue for highlights.

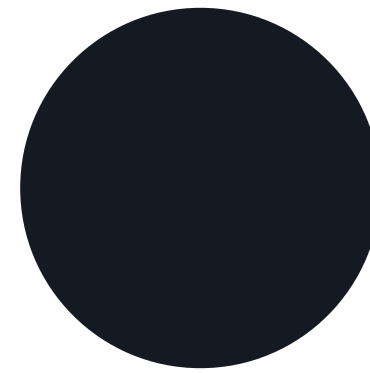
Dark Grey for text on a white background.

White for text on a dark background.



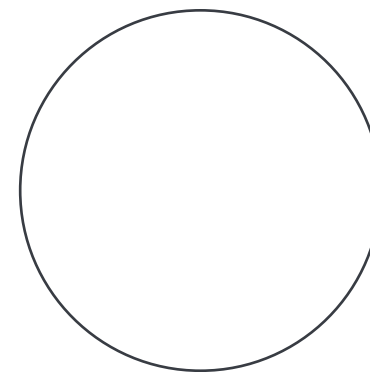
Blue

Hex: #4687ff



Dark Grey

Hex: #151922



White

Hex: #ffffff

Press this button

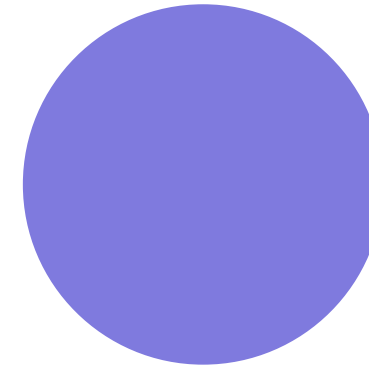
Button

Press this button

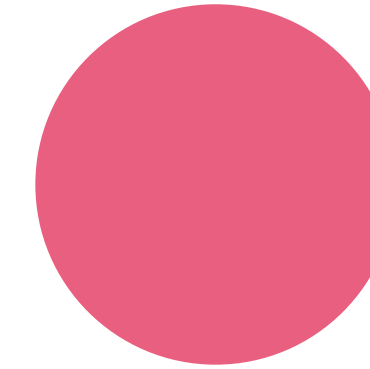
Button

Secondary colors

Use these colors when you need extra attention to specific graphic elements.



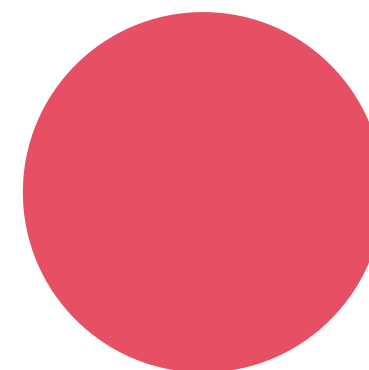
Purple
Hex: #7f7aee



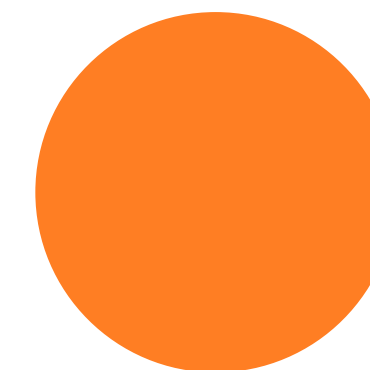
Pink
Hex: #f95f83

Accent colors

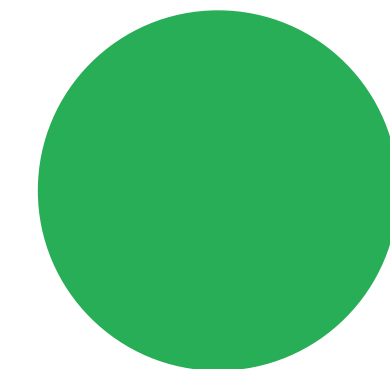
Some objects have a specific color associated with them (e.g.: the Android character is green). Use these colors only when it's necessary to define the relevant object.



Red
Hex: #f64f64



Orange
Hex: #ff7e23



Green
Hex: #27be56

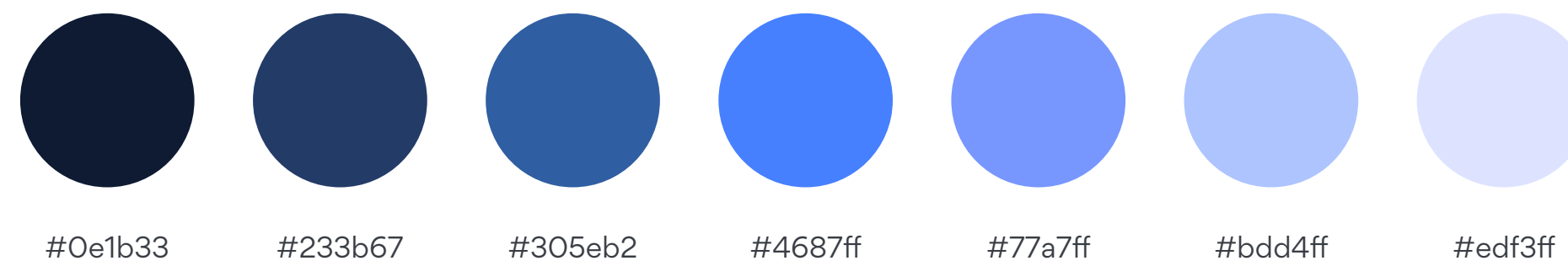
Shades of everything

This wide range of shades is used ONLY for illustrations.

Shades of grey



Shades of blue



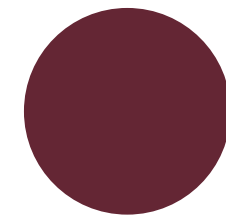
Shades of purple



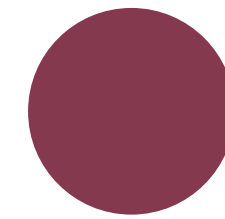
Shades of everything

This wide range of shades is used ONLY for illustrations.

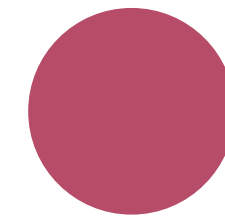
Shades of pink



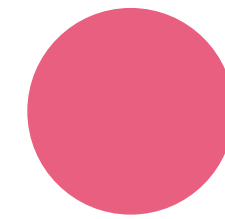
#642634



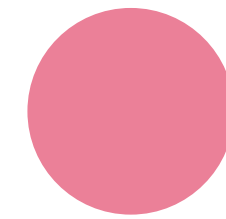
#95394f



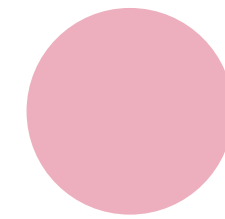
#c74c69



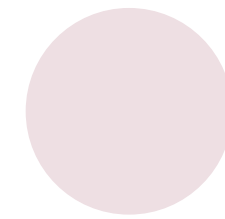
#f95f83



#fb8fa8

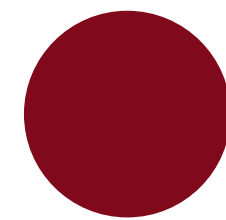


#fdbfcd

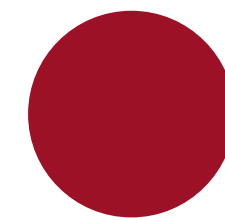


#feeff3

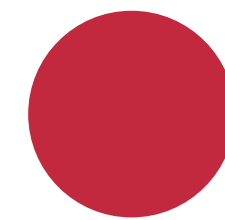
Shades of red



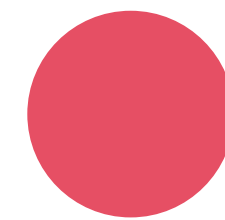
#850a1b



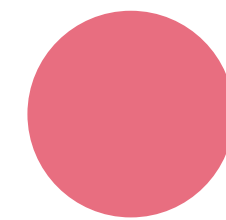
#ad1127



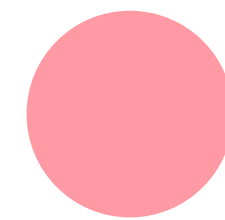
#d2283e



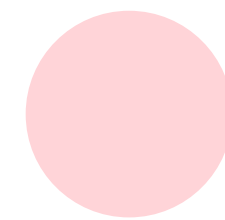
#f64f64



#f86e80

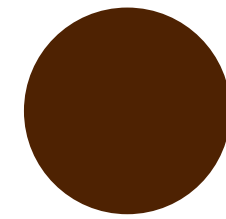


#ffa9b4

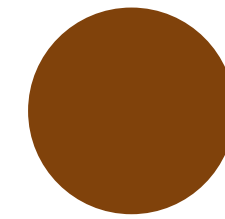


#ffe4e8

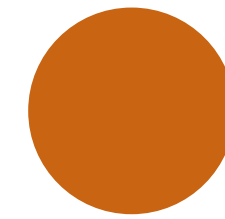
Shades of orange



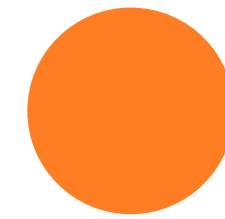
#4e2202



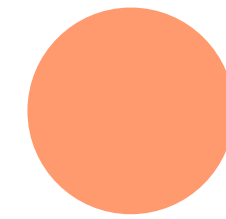
#8f420b



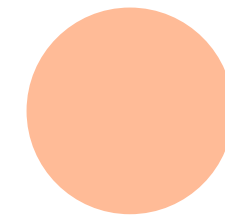
#d86412



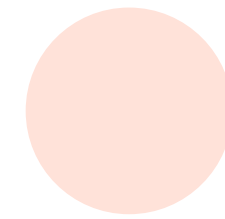
#ff7e23



#ffaa6e

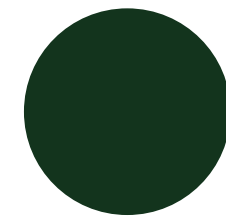


#ffcba7

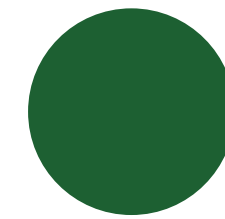


#fff2e9

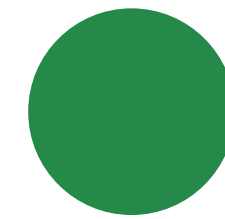
Shades of green



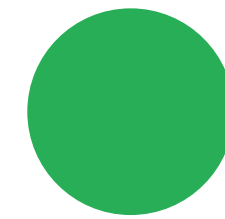
#13341d



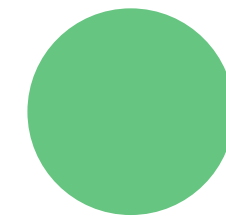
#1d6032



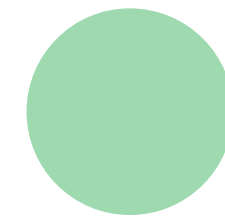
#259a49



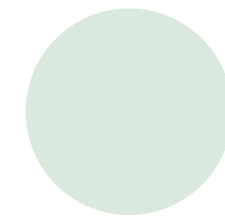
#27be56



#66d589



#aee9c0



#e9f9ee