

Made Canvas
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Montserrat
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*Innovative, Professional, Abstract, Exciting, Clean, Cooler tones

COLOR PALETTE RATIONALE: Kobi Karp



BASE COLOR

Used for: Links, Arrows, Icons, Subheadings, Embellishments, Calls to Action

Rose gold is a precious metal associated with luxury and jewelry. A touch of it can immediately give a brand an element of glamor. Its cooler tones relate to pink and gold, as a result it shares the attributes of representing grace, elegance, and success.



ACCENT COLOR

Used for: Shading, Highlighting, Hover states

Metallic effects can be hard to recreate online, as they're more materials than they are colors. But we can suggest metallic tones on the website by using this light pink hue in shading and highlighting.



ACCENT COLOR

Used for: Links, Arrows, Icons, Subheadings, Embellishments

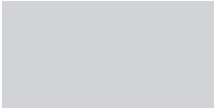
Blue is a serene and calming color that represents intelligence and responsibility.



NEUTRAL COLOR #1

Used for: Background, Differentiation over dark backgrounds or photos

White space can be as important to a design as all the other creative elements. White tends to be used for website backgrounds as it ensures that text is easy to read. Paired with pastels, it can bring to mind simplicity; combined with simple black it becomes classic and minimalistic.



NEUTRAL COLOR #2

Used for: Differentiation against white and black

Gray is a popular color in web design as an alternative to white or black text for a less harsh contrast and an easier read. Gray is safe, subdued, serious and reserved. It communicates authority and stability.



NEUTRAL COLOR #3

Used for: Website text, Headings and Subheadings

Black is a neutral color often used for typography and other functional elements. It denotes strength and is considered to be a formal, elegant, and prestigious color. Combined with rose gold, it will give Kobi Karp an air of exclusivity and prestige. This black has a subtle blue undertone.

USER INTERACTIONS:

NAVBAR INTERACTION

Normal and Hover states:



BUTTON INTERACTION

Normal state:

Hover state:



CAROUSEL INTERACTION

Normal state:

Hover state:

