TRADES BRAND KIT · WORKSHEET · FILLED-IN EXAMPLE

Colour palette builder

Coldbeck's five colours, each tested as text on white and on navy. Contrast ratios are worked out with the WCAG 2 formula.

4.5:1 or more: fine for small text.
3:1 or more: big text and icons only.
Under 3:1: backgrounds and shapes, never words.
Ratios are rounded down, so 4.49:1 just misses 4.5:1.

1. Primary

Your main colour: the logo, headings, the van.

Name	**Navy**
HEX	**#13223F**
RGB	**19 34 63**
CMYK	**70 46 0 75**

Aa ✓ **Small text** 15.80:1 on white

Aa ✗ **Not for text** 1.00:1 on navy

2. Secondary

Supports the primary: buttons, highlights.

Name	**Cold Blue**
HEX	**#2F6BFF**
RGB	**47 107 255**
CMYK	**82 58 0 0**

Aa ! **Big text only** 4.49:1 on white

Aa ! **Big text only** 3.51:1 on navy

3. Accent

The small spark. Use it sparingly.

Name	**Hot Coral**
HEX	**#FF5B45**
RGB	**255 91 69**
CMYK	**0 64 73 0**

Aa ! **Big text only** 3.07:1 on white

Aa ✓ **Small text** 5.14:1 on navy

4. Light neutral

Backgrounds and paper.

Name	**Paper**
HEX	**#F3F0EA**
RGB	**243 240 234**
CMYK	**0 1 4 5**

Aa ✗ **Not for text** 1.13:1 on white

Aa ✓ **Small text** 13.90:1 on navy

5. Dark neutral

Small text and fine lines.

Name	**Slate**
HEX	**#5B6478**
RGB	**91 100 120**
CMYK	**24 17 0 53**

Aa ✓ **Small text** 5.93:1 on white

Aa ✗ **Not for text** 2.66:1 on navy

1. Start from the logo

Your primary is the colour people already link to you. Keep it.

2. Add one support

A secondary that sits well next to it, for buttons and highlights.

3. One small spark

An accent for about a tenth of any page. More than that and it stops standing out.

4. Test before you print

Any colour used for words needs 4.5:1 on its background.

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TRADES BRAND KIT · WORKSHEET

Colour palette builder

Pick five colours, write in their codes, then test each one as text on white and on your darkest colour.

Check contrast with any free online checker (search “contrast checker”), or the HEX codes in your design app.

1. Primary

Your main colour: the logo, headings, the van.

Name _____
HEX _____
RGB _____
CMYK _____

On white: ___ : 1
Small text / Big text / Not for text

On your dark: ___ : 1
Small text / Big text / Not for text

2. Secondary

Supports the primary: buttons, highlights.

Name _____
HEX _____
RGB _____
CMYK _____

On white: ___ : 1
Small text / Big text / Not for text

On your dark: ___ : 1
Small text / Big text / Not for text

3. Accent

The small spark. Use it sparingly.

Name _____
HEX _____
RGB _____
CMYK _____

On white: ___ : 1
Small text / Big text / Not for text

On your dark: ___ : 1
Small text / Big text / Not for text

4. Light neutral

Backgrounds and paper.

Name _____
HEX _____
RGB _____
CMYK _____

On white: ___ : 1
Small text / Big text / Not for text

On your dark: ___ : 1
Small text / Big text / Not for text

5. Dark neutral

Small text and fine lines.

Name _____
HEX _____
RGB _____
CMYK _____

On white: ___ : 1
Small text / Big text / Not for text

On your dark: ___ : 1
Small text / Big text / Not for text

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