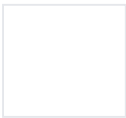


Brand colours

White ground, cobalt primary, one green accent. Values below are the source of truth and match docs/design-tokens.json and assets/brand-tokens.css.

FOUNDATION



White
#FFFFFF rgb(255, 255, 255)
--white

Primary light ground / page background



Near-black
#171717 rgb(23, 23, 23)
--dark

Near-black — dark bands, grounds, headings



Near-black deep
#0E0E0E rgb(14, 14, 14)
--dark-deep

Deepest near-black



Near-black mid
#242424 rgb(36, 36, 36)
--dark-mid

Mid near-black (raised cards on dark)



Near-black soft
#3A3A3A rgb(58, 58, 58)
--dark-soft

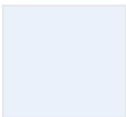
Soft near-black (borders/hairlines on dark)

PRIMARY



Cobalt
#2350C0 rgb(35, 80, 192)
--blue

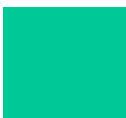
Cobalt — links, primary buttons, ticker, emphasis



Cobalt pale
#EAF1FB rgb(234, 241, 251)
--blue-pale

Pale cobalt tint (fills, glows)

ACCENT



Green — the only brand green
#00C896 rgb(0, 200, 150)
--accent

The ONLY brand green — fills, large type, and anything on white. BRIGHT: use #171717 text on it. Scores 2.16:1 on white so it must never carry text there; use ink or cobalt instead



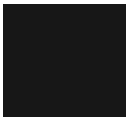
Green hover
#00A87D rgb(0, 168, 125)
--accent-hover

Accent hover



Green light
#7FE6B3 rgb(127, 230, 179)
--accent-light

SCOPED EXCEPTION ONLY — small green type on cobalt or near-black, where #00C896 fails AA (3.26:1 on cobalt). Never on white, never as a fill, never standalone



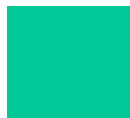
On-accent text
#171717 rgb(23, 23, 23)
--on-accent

Text/icon colour to sit ON the green accent

Semantic, neutral and text

Semantic colour is function, not brand: it means something changed, not that something is on-brand.

SEMANTIC



Verified / up

#00C896 rgb(0, 200, 150)

--verified

Positive / verified / up



Verified on dark

#34D9A6 rgb(52, 217, 166)

--verified-dark

Brighter up-tick on dark grounds



Down / negative

#FF8A8A rgb(255, 138, 138)

--down

Negative / down

NEUTRAL

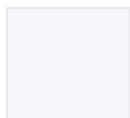


Slate

#5E688A rgb(94, 104, 138)

--slate

Blue-grey neutral — secondary text, borders, muted data

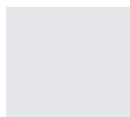


Surface alt

#F5F7FA rgb(245, 247, 250)

--surface-alt

Cool off-white alt surface



Border

#E5E7EB rgb(229, 231, 235)

--border

Hairline border on light

TEXT

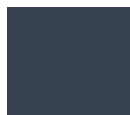


Ink

#111827 rgb(17, 24, 39)

--ink

Body copy



Ink soft

#374151 rgb(55, 65, 81)

--ink-soft

Secondary body copy



Ink muted

#6B7280 rgb(107, 114, 128)

--ink-muted

Muted / captions

Rules and contrast

Every ratio below is computed from the token values when this PDF is generated, so it cannot drift from the palette.

The single-green rule

#00C896 is the only brand green. It is bright: 2.16:1 on white, so it must never carry text there — use ink or cobalt for the type and keep the green for the fill. Text ON green is #171717 (8.28:1). #7FE6B3 is a scoped exception only: small green type on cobalt or near-black. Never on white, never as a fill, never standalone.

CONTRAST — MEASURED, NOT QUOTED

PAIRING	RATIO	BODY TEXT	LARGE / GRAPHIC
Ink on white	17.74:1	PASS	PASS
Cobalt on white	7.05:1	PASS	PASS
Slate on white	5.49:1	PASS	PASS
White on cobalt	7.05:1	PASS	PASS
Near-black on green	8.28:1	PASS	PASS
White on green	2.16:1	FAIL	FAIL
Green on white	2.16:1	FAIL	FAIL
Green-light on near-black	11.84:1	PASS	PASS
Cobalt on near-black	2.54:1	FAIL	FAIL

RETIRED — DO NOT USE

#1E2A8A

Pre-rebrand navy

#212D62

Navy

#212D61

Navy

#131B40

Navy deep

#368BC9

Old blue

#5AAEDE

Old blue light

#F28F29

Coral / amber

#FB6E5B

Coral

#00734D

Old green

#00966E

Old green light

#004225

British racing g

These survive in older decks, templates and screenshots and get copied forward by accident. The old blues were missing from the retired list until 2026-09-04, which is why #5AAEDE outlived the rebrand inside classes literally named "green". Avoid gold and amber generally — they read as a competitor.

Typography

Two faces. Poppins carries everything structural; Inter carries small labels and metadata. This page is set in Poppins, so the specimens below are the real thing.

POPPINS — PRIMARY. HEADINGS, BODY, UI, NUMERALS

Commercial property intelligence
Commercial property intelligence
Commercial property intelligence
Commercial property intelligence
Commercial property intelligence

200 ExtraLight

used for oversized display numerals

300 Light

lede paragraphs, long-form body

400 Regular

body copy, form fields

600 SemiBold

sub-headings, buttons, labels

700 Bold

page headings, hero type

Weights 200–800 are loaded site-wide. 500 and 800 exist but are rarely used.

INTER — SECONDARY. EYEBROWS, LABELS, TABLE AND METADATA TEXT

Weights 400, 500 and 600. Used at small sizes, usually uppercase with 0.08–0.12em letter-spacing, for eyebrows, stat labels, table headers, timestamps and tags. Roughly 260 usages across the site.

Two traps in the implementation

1. The CSS variable `--ff-mono` does NOT hold a monospace font. It holds Inter, and its fallback stack is sans-serif. Treat it as "the label face", not "the mono face".
2. The brand brief names JetBrains Mono as the mono face, but it appears on exactly one page of 42 (the LIFT event page). It is effectively unused. Either adopt it deliberately or drop it from the brief — today the real second face is Inter.

LOADING

`fonts.googleapis.com/css2?family=Poppins:wght@200;300;400;500;600;700;800&family=Inter:wght@400;500;600&display=swap`

Both are served from Google Fonts and allowed by the site CSP (`fonts.googleapis.com` / `fonts.gstatic.com`).