Dispel
2020

Contents

The Brand Guidelines

Dispel
UI Colors

Accessibility

All of our user interfaces need to meet WCAG AA level contrast guidelines (https://webaim.org/resources/contrastchecker/).

Level AA requires a contrast ratio of 4.5:1 for normal text and 3:1 for large text. Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.

The contrast ratio you see marked on each color is measured against white. If you combine the color with another color than white, you will need to recalculate these ratios again to make sure they live up to AAA standard.
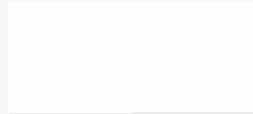
Alpha Values

var(—alpha—100): 1
var(—alpha—75): 0.75
var(—alpha—50): 0.5
var(—alpha—25): 0.25

Abc

Name	Hex	RGB
Black Blue	#0F141E	15, 20, 30

Text Color — 18.44

Abc

Name	Hex	RGB
Off White	#FDFDFE	253, 253, 254

Background Color
(Text usage on dark bg) — 1.02

Abc

Name	Hex	RGB
Dark Blue	#131926	19, 25, 38

Background Color — 17.58

Abc
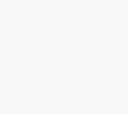
Name	Hex	RGB
Navy	#171F2F	23, 31, 47

Background Color — 16.49

Abc
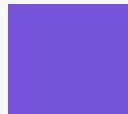
Name	Hex	RGB
Blue Grey	#414755	65, 71, 85

Muted Text Color — 9.30

Abc
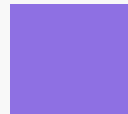
Name	Hex	RGB
Light Grey	#F8F8F8	15, 20, 30

Background Color
(No text usage) — 1.06

Abc

Name	Hex	RGB
Dispel Purple	#7554DA	117, 84, 218

Primary Brand Color — 5.20

Abc

Name	Hex	RGB
Light Dispel Purple	#8E70E3	142, 112, 227

Primary Brand Hover — 3.77

Abc

Name	Hex	RGB
Green	#3BD6B0	59, 214, 176

Success Color — 1.84

Abc

Name	Hex	RGB
Blue	#3EB3F1	62, 179, 241

Primary Link Color — 2.35

Abc

Name	Hex	RGB
Red	#B6504F	182, 80, 72

Error Color — 4.94

Abc

Name	Hex	RGB
Yellow	#FFF57F	255, 245, 127

Yellow — 1.13

Dispel

Spacing Considerations
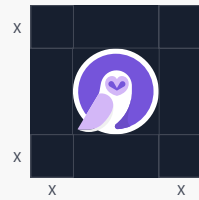

Give Breathing Room

The Dispel logo needs to be placed on its own, without overlap and distortion.

The minimum distance you need to maintain between the Dispel logo and an adjacent asset is noted in as X.

If you're making the full Dispel logo (Emily the owl + the Dispel workmark), note the distance between the two.

X

DISPEL

X

X

X · 0.72

X

X

DISPEL

X

X

X

X

X

X

X

X

Dispel
Logos & Backgrounds

Maintain Readability
Please do not edit, change, distort, recolor, or reconfigure the Dispel logo.

The alternative logos should only be used when the Dispel brand is clearly visible or has been well established elsewhere on the page or in the design. (If in doubt, use the other one.)

Our Logo

Alternative Logos