Enterprise Colour Guide

At BBC UX&D, we encourage all Enterprise products and tools to use this simple colour palette.

This will help to align Enterprise touch points, inside and outside of the BBC, with a single, cohesive and accessible use of colour.

1. Colours

1.1. Primary colour

- Pick a primary colour for the product that is distinct.
- The Primary colour does not have to be accessible. If it is accessible, it can also be used to accent UI elements. *(Read 1.4 Accessibility)*
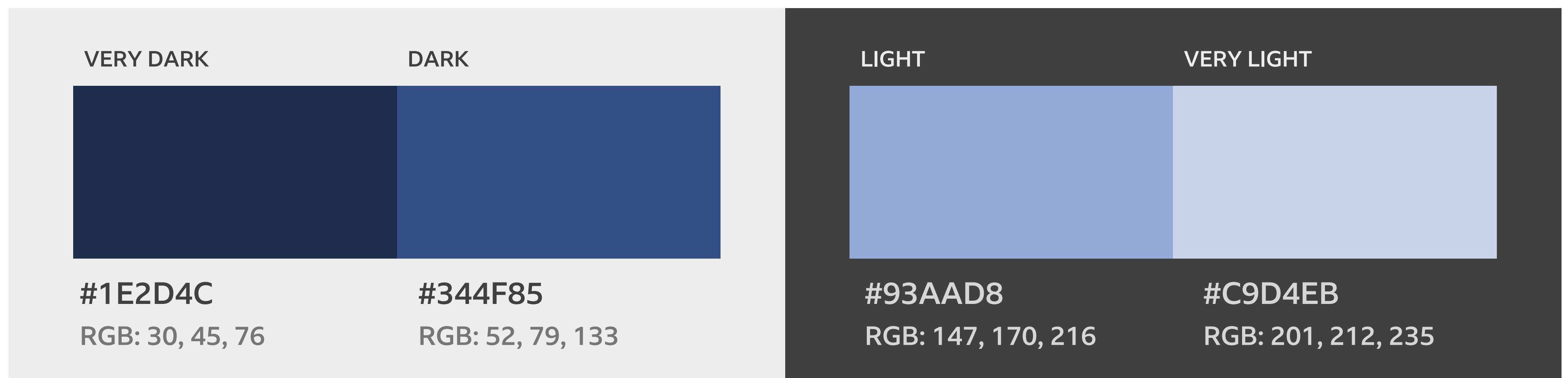
ENTERPRISE BLUE

#4B72BF
RGB: 75, 114, 191

1.2. Dark & light variants

- Colour palette with four Primary variants; very dark, dark, light & very light.
- Dark & light variants should be accessible on light & dark UI respectively. *(Read 1.4 Accessibility)*
- You can use these variants on text and UI components. You can also use them to distinguish elements within a component.

VERY DARK

DARK

LIGHT

VERY LIGHT

#1E2D4C
RGB: 30, 45, 76

#344F85
RGB: 52, 79, 133

#93AAD8
RGB: 147, 170, 216

#C9D4EB
RGB: 201, 212, 235

1.3. Secondary colour

- Secondary colour that contrasts from the primary colour and its variants.
- It should be well saturated.
- It can be used as an accessible focus indicator.
- It should pass the colour contrast ratio on both light & dark UI. *(Read 1.4 Accessibility)*

SECONDARY

#E67020
RGB: 230, 112, 32

1. Colours

1.4. Accessibility

- Use WebAIM or similar online tool to check the colour contact ratio.
- Colour contrast ratio for level AA normal text must exceed 4.5:1 and 3:1 for UI components.
- The higher the contrast ratio, the better.
- Useful link: https://webaim.org/resources/contrastchecker/

1.5. Product Palette

- Product palette includes a primary colour, two dark & two light primary variants and a secondary colour.
- All product colours must be used at 100% opacity.

1.6. Global Palette

- Global palette is fixed for all the products. They never change.
- These colours should pass the colour contrast ratio when using them on both light & dark UI. *(Read 1.4 Accessibility)*
- All global colours must be used at 100% opacity. You can only use night grey at 50% opacity.
- 50% Night grey is reserved for screen overlays.

NIGHT GREY	GREY 600 A	GREY 500 B	GREY 400 C
#0E0E0E	#363636	#505050	#6B6B6B
RGB: 14, 14, 14	RGB: 54, 54, 54	RGB: 80, 80, 80	RGB: 107, 107, 107

WHITE	GREY 100 A	GREY 200 B	GREY 300 C
#FFFFFF	#EEEEEE	#D6D6D6	#C0C0C0
RGB: 255, 255, 255	RGB: 238, 238, 238	RGB: 214, 214, 214	RGB: 192, 192, 192
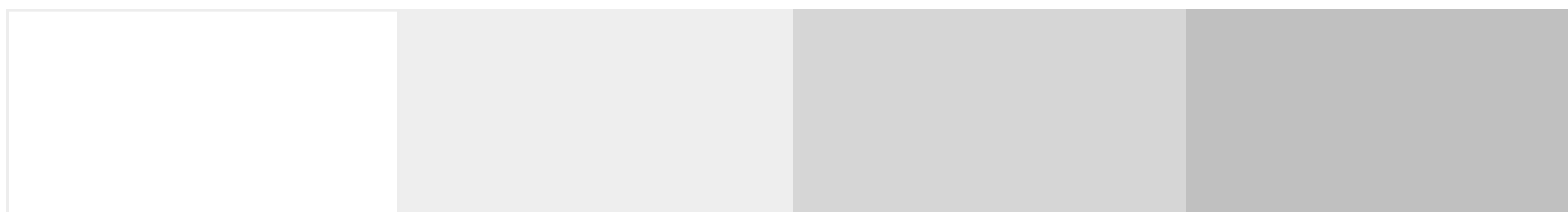
SCREEN OVERLAY

#0E0E0E (50%)
RGBA: 14, 14, 14, 0.5

1. Colours

1.7. Alert Palette

- Alert palette is fixed for all the products. They never change.
- These colours should pass the colour contrast ratio when using them on both light & dark UI. *(Read 1.4 Accessibility)*
- All global colours must be used at 100% opacity.

ERROR - DARK	ERROR - PRIMARY	ERROR - LIGHT

#9B2927
RGB: 155, 41, 39

#C43331
RGB: 196, 51, 49

#EEBFBE
RGB: 238, 191, 190

WARNING - DARK	WARNING - PRIMARY	WARNING - LIGHT

#7C5404
RGB: 124, 84, 4

#FBBD3D
RGB: 251, 189, 61

#FEDB8B
RGB: 254, 219, 139

SUCCESS - DARK	SUCCESS - PRIMARY	SUCCESS - LIGHT

#14612A
RGB: 20, 97, 42

#197B35
RGB: 25, 123, 53

#6FE290
RGB: 111, 226, 144

INFO - DARK	INFO - PRIMARY	INFO - LIGHT

#0050B3
RGB: 0, 80, 179
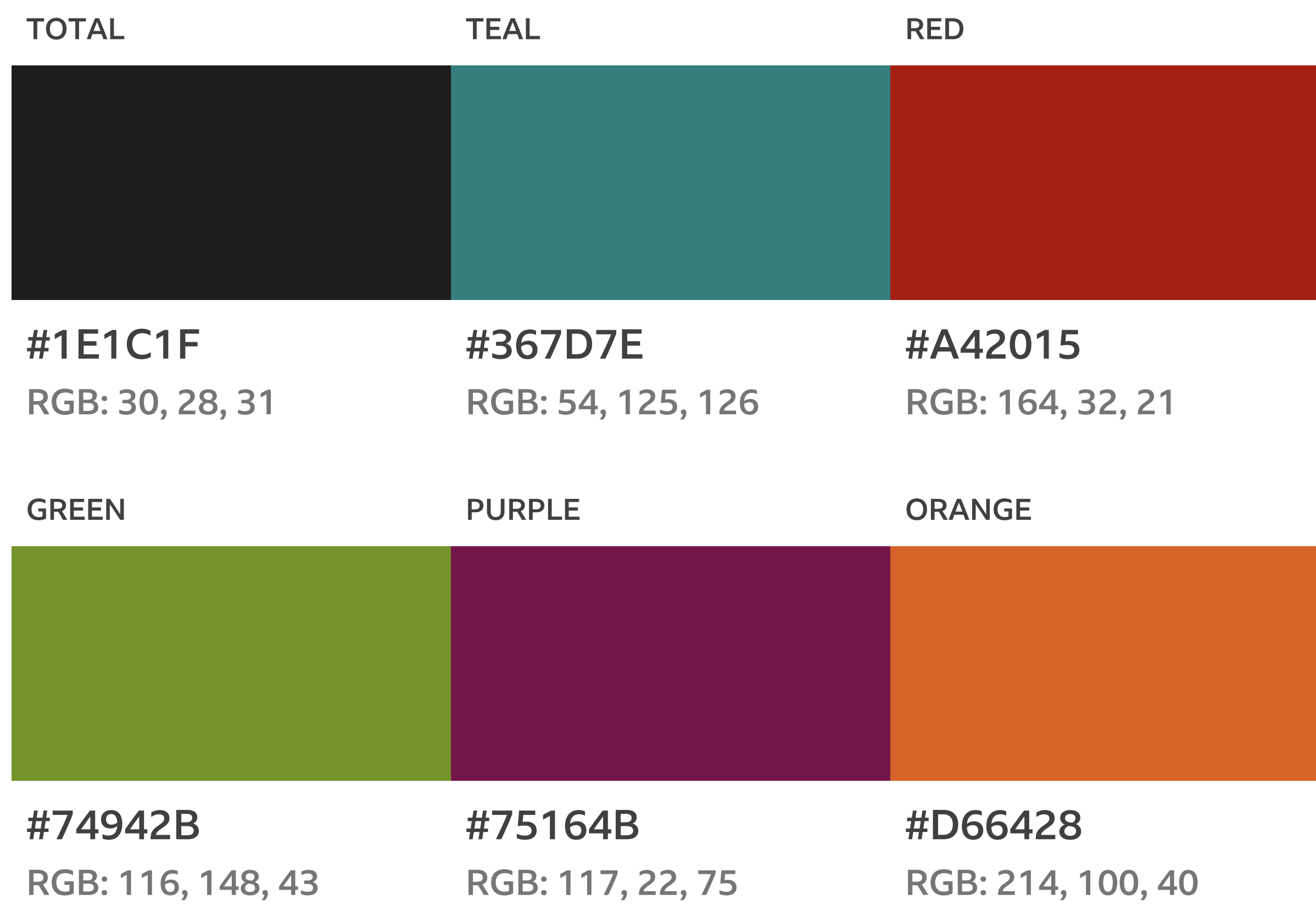
#0065E0
RGB: 0, 101, 224

#A8CFFF
RGB: 168, 207, 255

1. Colours

1.8. Chart Palette

- Chart palette is fixed for all the products. They never change.
- All global colours must be used at 100% opacity.

TOTAL	TEAL	RED
#1E1C1F	#367D7E	#A42015
RGB: 30, 28, 31	RGB: 54, 125, 126	RGB: 164, 32, 21

GREEN	PURPLE	ORANGE
#74942B	#75164B	#D66428
RGB: 116, 148, 43	RGB: 117, 22, 75	RGB: 214, 100, 40

Example chart

Page Views ⊙

| Page views | Entry type | Social | Regions | Countries | Device | Platform |

Total	Facebook		Messaging & email		Twitter		Instagram		Other
15,587	8,668	56%	4,606	30%	2,192	14%	115	1%	6