

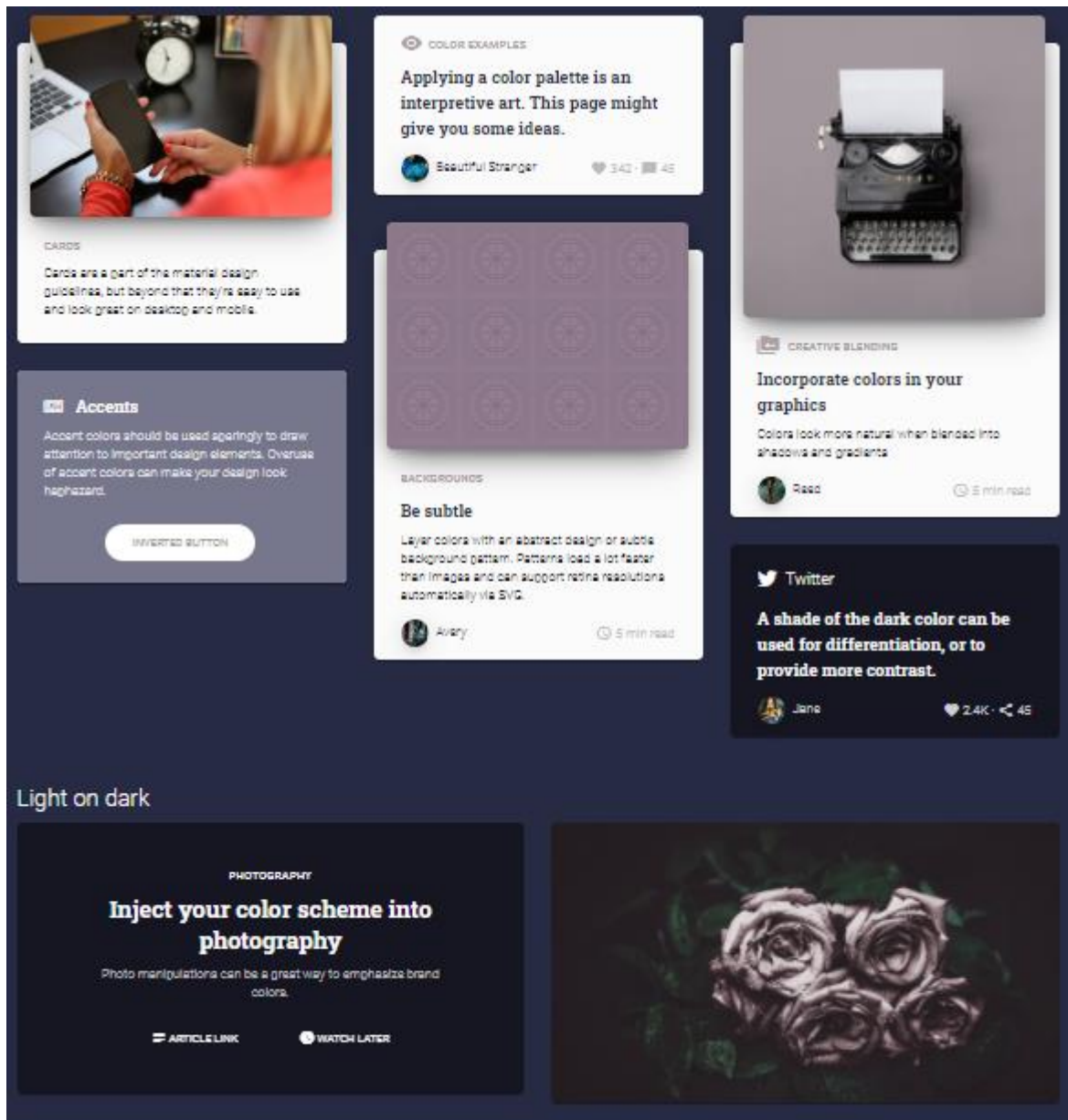


Brand Colors

	Alabaster	Venus	Shady Lady	Waterloo	Ebony Clay
Codex					
HEX	FBFBFB	947F92	AC9EA6	76778B	262A43
RGB	251 251 251	148 127 146	172 158 166	118 119 139	38 42 67
PMS		7653 C	2358 C	2360 C	276 C
CMYK	0 0 0 2	0 14 1 42	0 8 3 33	15 14 0 45	43 37 0 74

ALABASTER	VENUS	SHADY LADY	WATERLOO	EBONY CLAY
Light shades	Light accent	Main brand color	Dark accent	Dark shades
Use this color as the background for your dark-on-light designs, or the text color of an inverted design.	Accent colors can be used to bring attention to design elements by contrasting with the rest of the palette.	This color should be eye-catching but not harsh. It can be liberally applied to your layout as its main identity.	Another accent color to consider. Not all colors have to be used - sometimes a simple color scheme works best.	Use as the text color for dark-on-light designs, or as the background for inverted designs.





Light on dark



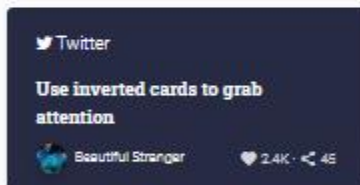
Brought to you by Maj Life
Questions? Send an email to care@majlife.com

Dark on Light



CARDS

Cards layout with a dark on light theme. Combine photos, text and inverted cards.



BALLOON

Color photos

Color manipulation of photos is a quick way to add interest and reinforce the color scheme.



Read

5 min read



RELAX

Colors should be fun, not stressful. Have a cup of coffee



Jane

5 min read

Another accent card

Have some lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam accumsan lorem at dignissim aliquet. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

BUTTON

Shady Lady Color Shades #ac9ea6 Lighter / Darker shades of the color

Download Adobe Swatch (ase)

#f9f8f8	#f5f4f4	#f1eff0	#eeebec	#eae6e8	#e6e2e4
#e2dee0	#dfd9dc	#dbd5d8	#d7d0d4	#d3ccd0	#cfc8cc
#ccc3c8	#c8bfc4	#c4bac0	#c0b6bc	#bdb2b8	#b9adb4
#b5a9b0	#b1a4ac	#aea0a8	#aa9ca4	#a697a0	#a2939c
#9f8e98	#9b8a94	#978690	#93818c	#907d87	#8c7883
#88747f	#83707b	#7f6d77	#7b6973	#76656f	#72616b
#6d5e67	#695a63	#65565e	#60525a	#5c4f56	#574b52
#53474e	#4f434a	#4a3f46	#463c42	#41383d	#3d3439
#393035	#342d31	#30292d	#2b2529	#272125	#231e21
#1e1a1c	#1a1618	#151214	#110f10	#0d0b0c	#080708

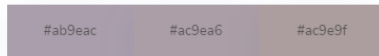


Brought to you by Maj Life
Questions? Send an email to care@majlife.com

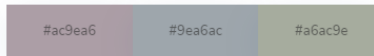
Color Schemes from #ac9e9f

[Download Adobe Swatch \(ase\)](#)

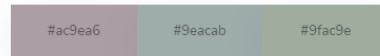
Analogous Scheme



Triadic Scheme



Split-Complementary Scheme



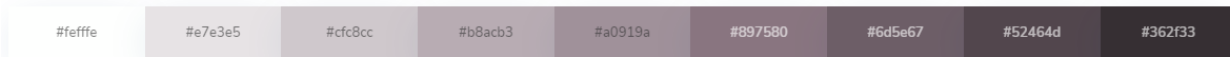
Tetradic Scheme



Square Scheme



Shady Lady Monochromatic Color



Sugar Cane	Bon Jour	Pale Slate	Pink Swan	Dusty Gray	Empress	Scorpion	Emperor	Thunder
FEFFFE	E7E3E5	CFC8CC	B8ACB3	A0919A	897580	6D5E67	52464D	362F33

Storm Gray Color Shades #76778b Lighter / Darker shades of the color

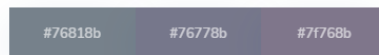
[Download Adobe Swatch \(ase\)](#)

#f8f8f9	#f3f4f5	#efff1	#ebebee	#e6e6ea	#e2e2e6
#dddee2	#d9d9df	#d5d5db	#d0d0d7	#ccccd3	#c7c8d0
#c3c3cc	#bebfc8	#babbcb	#b6b6c1	#b1b2bd	#adadb9
#a8a9b6	#a4a5b2	#9fa0ae	#9b9caa	#9797a7	#9293a3
#8e8f9f	#898a9b	#858698	#818194	#7c7d90	#78798c
#737488	#707184	#6c6d80	#68697b	#656577	#616272
#5d5e6e	#595a6a	#565665	#525361	#4e4f5c	#4a4b58
#474753	#43434f	#3f404b	#3b3c46	#383842	#34343d
#303139	#2c2d35	#292930	#25252c	#212127	#1d1e23
#1a1a1e	#16161a	#121216	#0e0f11	#0b0b0d	#070708

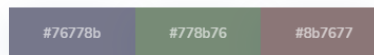
Color Schemes from #7f768b

[Download Adobe Swatch \(ase\)](#)

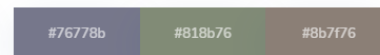
Analogous Scheme



Triadic Scheme



Split-Complementary Scheme



Tetradic Scheme



Square Scheme



Storm Gray Monochromatic Color



Mischka	Ghost	Spun Pearl	Manatee	Storm Gray	Mid Gray	Mako	Tuna
E3E3E7	C7C8D0	ACACB8	9091A1	74758A	5D5E6E	464652	2E2F37



Brought to you by Maj Life
Questions? Send an email to care@majlife.com

Brand Fonts

Logo letters: Noto Serif

Tagline: Viga

Body: Catamaran

Font pairing made simple

Generate font combinations with deep learning

Click (Generate) to create a new font pairing, (Lock) to lock fonts that you want to keep, and (Edit) to choose a font manually. The text is editable, try replacing it with your company name or other copy.

The goal of font pairing is to select fonts that share an overarching theme yet have a pleasing contrast. Which fonts work together is largely a matter of intuition, but we approach this problem with a neural net. See Github for more technical details.

Social Media Icons



Brought to you by Maj Life
Questions? Send an email to care@mahjlife.com