

Core Color Palette

Our new color palette takes nods from our previous visual identity and the impact of our acquired brands, but creates a more cohesive, aligned and flexible system.

More vibrant hues of orange and blue not only freshen our look, but also create a visual experience that is more inviting and energetic, creating a visual tie to the feelings of motivation and empowerment that we want to evoke in our audiences.

Primary Palette

Background
Hex: #F0F6FF
rgb(240,246,255)
cmyk(6,4,0,0)

Background
Hex: #FFF6EB
rgb(255,246,235)
cmyk(0,4,8,0)

Headings, BG's
Hex: #00265C
rgb(0,38,92)
cmyk(100,59,0,64)

Accent Colors

Motifs
Hex: #FF8C00
rgb(255,140,0)
cmyk(0,45,100,0)

Links, motifs
Hex: #0059D6
rgb(0,89,214)
cmyk(100,58,0,16)

Motifs
Hex: #B2D2FF
rgb(178,210,255)
cmyk(30,18,0,0)

Greys

Body Text
Hex: #15171F
rgb(21,23,31)
cmyk(32,26,0,88)

Borders
Hex: #E1E3EA
rgb(225,227,234)
cmyk(4,3,0,8)

Background
Hex: #F6F6F9
rgb(246,246,249)
cmyk(1,1,0,2)

Secondary Palette

Our core colors are the foundation, but our secondary colors add to Spark Hire's robust solutions - giving our brand more room to continue growing and sparking connections.

We have carefully selected our secondary colors to not only to invoke energy and motivation in our brand, but also to define and guide audiences through our important pillars: Meet, Recruit, and thought leadership.

Meet Green

Hex: #108C74
rgb(16,140,116)
rgb(16,140,116)

Hex: #A1DDCE
rgb(161,221,206)
cmyk(27,0,7,13)

Hex: #F0FAF7
rgb(240,250,247)
cmyk(4,0,1,2)

Recruit Purple

Hex: #6A2BC7
rgb(106,43,199)
cmyk(47,78,0,22)

Hex: #C9ADEB
rgb(201,173,235)
cmyk(14,26,0,8)

Hex: #F4EEFB
rgb(244,238,251)
cmyk(3,5,0,2)

Learn Yellow

Hex: #F9D006
rgb(249,208,6)
cmyk(0,16,98,2)

Hex: #FDEC9B
rgb(253,236,155)
cmyk(0,7,39,1)

Hex: #FFFCEB
rgb(255,252,235)
cmyk(0,1,8,0)

Extended Palette

Our extended palette includes a wider array of hues for our brand colors allowing for a larger range of color mixing and more nuanced color possibilities within this cohesive color scheme. Use this when more flexible color and tonal combinations are needed.

Blues

Background Hex: #F0F6FF rgb(240,246,255) cmyk(6,4,0,0)	Motif BGs Hex: #B2D2FF rgb(178,210,255) cmyk(30,18,0,0)	Links, motifs Hex: #0059D6 rgb(0,89,214) cmyk(100,58,0,16)	Hex: #0044A3 rgb(0,68,163) cmyk(100,58,0,36)	Headings, BG's Hex: #00265C rgb(0,38,92) cmyk(100,59,0,64)
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Spark Hire Orange

Background Hex: #FFF6EB rgb(255,246,235) cmyk(0,4,8,0)	Motif BGs Hex: #FFDAB2 rgb(255,218,178) cmyk(0,15,30,0)	Background Hex: #FFC680 rgb(255,198,128) cmyk(0,22,50,0)	Hex: #FFAF4D rgb(255,175,77) cmyk(0,31,70,0)	Accent Hex: #FF8C00 rgb(255,140,0) cmyk(0,45,100,0)
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Meet Green

Background Hex: #F0FAF7 rgb(240,250,247) cmyk(4,0,1,2)	Motif BGs Hex: #D2EFE7 rgb(210, 239, 231) cmyk(12, 0, 3, 6)	Hex: #A1DDCE rgb(161,221,206) cmyk(27,0,7,13)	Hex: #56C2A6 rgb(86,194,166) cmyk(56,0,14,24)	Hex: #108C74 rgb(16,140,116) cmyk(89,0,17,45)	Hex: #108C74 rgb(16,140,116) cmyk(89,0,17,45)
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Recruit Purple

Background Hex: #F4EEFB rgb(244,238,251) cmyk(3,5,0,2)	Motif BGs Hex: #E4D6F5 rgb(228,214,245) cmyk(7,13,0,4)	Hex: #C9ADEB rgb(201,173,235) cmyk(14,26,0,8)	Hex: #8C57DB rgb(140,87,219) cmyk(36,60,0,14)	Hex: #6A2BC7 rgb(106,43,199) cmyk(47,78,0,22)	Hex: #3C1871 rgb(106,43,199) cmyk(47,78,0,22)
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Learn Yellow

Background Hex: #FFFCEB rgb(255,252,235) cmyk(0,1,8,0)	Motif BGs Hex: #FEF6CD rgb(254,246,205) cmyk(0,3,19,0)	Hex: #FDEC9B rgb(254,246,205) cmyk(0,3,19,0)	Hex: #FBE36A rgb(251,227,106) cmyk(0,10,58,2)	Hex: #F9D006 rgb(249,208,6) cmyk(0,16,98,2)
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Greys

Background Hex: #F6F6F9 rgb(246,246,249) cmyk(1,1,0,2)	Background Hex: #F0F1F5 rgb(240,241,245) cmyk(2,2,0,4)	Borders Hex: #E1E3EA rgb(225,227,234) cmyk(4,3,0,8)	Accent Hex: #A4AAC1 rgb(164,170,193) rgb(164,170,193)	Accent Hex: #677198 rgb(103,113,152) cmyk(32,26,0,40)	Body Text Hex: #15171F rgb(21,23,31) cmyk(32,26,0,88)
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Borders

General Borders Hex: #F6F6F9 rgb(246,246,249) cmyk(1,1,0,2)	General Borders Hex: #DBEAFF rgb(246,246,249) cmyk(1,1,0,2)	Meet Borders Hex: #D2EFE7 rgb(210,239,231) cmyk(12,0,3,6)	Recruit Borders Hex: #E4D6F5 rgb(228,214,245) cmyk(7,13,0,4)
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