

Free2Play — Brand Colors

RECOMMENDED PALETTE

Recommended Color Palette & Hierarchy — Final Brand Reference

01 — HERO COLOR — BRAND OWNER

★ THE ONE COLOR THAT OWNS FREE2PLAY

Primary Green

#00C828

HERO — LOGO, HEADLINES, ICONS, MERCH

Growth & Transformation

This is the color Free2Play owns. Bold, electric, and instantly recognizable — it's already living in both logo concepts and it's the right call. On light backgrounds it commands attention. On dark it glows. On merch it pops.

COMPLEMENTARY
#5EDB73

02 — SECONDARY COLORS — THE WORKHORSES

SECONDARY — BACKGROUNDS, TYPE, GROUNDING

Deep Navy

#1A1A2E

Replaces pure black — more sophisticated on light backgrounds, more intentional on dark. This is the anchor that makes the green pop.

SECONDARY — LIGHT BACKGROUNDS, CONTRAST

White

#FFFFFF

The primary background for website and print. Optimized for light-background applications — lets the green hero do its job without competition.

03 — ACCENT COLORS — USE SPARINGLY & INTENTIONALLY

USE SPARINGLY

ACCENT — STRUCTURE & GUIDANCE

Primary Blue

#1E6BFF

CTAs on website, data callouts in sponsor decks, structural UI elements. Blue signals trust and reliability — deploy it where you need credibility.

USE SPARINGLY

ACCENT — JOY & GENEROSITY

Primary Orange

#FF7A1A

Celebration moments, key stats, generosity and giving-related content. Orange is the emotional exclamation point — use it when you want pure joy.

04 — COMPLEMENTARY ACCENTS — GRADIENTS & SUPPORTING GRAPHICS

PAIRS WITH PRIMARY GREEN

Comp. Green

#5EDB73

PAIRS WITH PRIMARY BLUE

Comp. Blue

#5C9DFF

PAIRS WITH PRIMARY ORANGE

Comp. Orange

#FFA463

SUGGESTED HERO GRADIENT

Green Gradient

#00C828 → #5EDB73

COLOR HIERARCHY — HOW MUCH EACH COLOR SHOULD APPEAR



Primary Green

HERO — LEADS EVERYTHING



Deep Navy

SECONDARY — ANCHOR & TYPE



White

SECONDARY — SPACE & CONTRAST



Comp. Green

SUPPORTING — GRADIENTS & BGS



Primary Blue

ACCENT — INTENTIONAL MOMENTS



Primary Orange

ACCENT — CELEBRATION ONLY



FULL PALETTE — ALL COLORS AT A GLANCE



Primary Green

#00C828



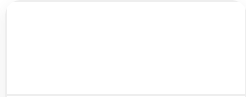
Comp. Green

#5EDB73



Deep Navy

#1A1A2E



White

#FFFFFF



Primary Blue

#1E6BFF



Primary Orange

#FF7A1A

FREE2PLAY BRAND COLORS – RECOMMENDED PALETTE – FOR DESIGNER USE

