

ReadyNext

Brand Style Guide — colors, typography, and design rules for readynext.com

Primary palette



Coral (primary)

#F47166 Main buttons, CTAs, "Next" in logo, rotating hero words, icons



Coral soft

#FFE9E4 Light accent bands (Who it's for, closing band)



Ink navy

#11243A Dark section backgrounds, "Ready" in logo



Ink soft

#20344C Cards sitting on navy sections



Gold

#F9BF37 Links on navy cards, small accents, hover underlines

Neutrals



White

#FFFFFF Page background, cards



Near-black

#0D1825 Headings and body text on white



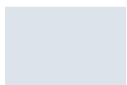
Slate gray

#677384 Secondary / supporting text



Light slate

#F0F5FA Subtle light backgrounds, hover states



Hairline

#DDE3EA 1px divider lines between joined boxes

Status & logo accent



Success green

#409B5F Operational/OK states (sparingly)



Error red

#E64340 Alerts and failures (sparingly)



Scanline teal

#0F6E56 Logo scanline only — no other teal anywhere on the site

Typography

Headings & logo: Sora (Google Fonts), bold, letter spacing -2%

Body text: Plus Jakarta Sans (Google Fonts)

Both fonts are free on Google Fonts (fonts.google.com).

Shape & style rules

- Sharp corners everywhere — boxes, cards, and buttons have zero rounding. Only fully-round pill badges stay round.
- Joined boxes with shared 1px hairline dividers (#DDE3EA) instead of gaps between cards.
- Sections alternate white and deep navy bands, with coral-soft blush bands for emphasis.
- Shadows are soft and subtle — nothing heavy or cartoonish.
- Feel: bright, approachable, consumer-friendly — deliberately not enterprise IT.
- The site is bilingual (English / Spanish) — leave room for longer Spanish text in layouts.