BRAND COLOUR · V1

School Chronicle — Colour palette

Built from the logo (Slash): mostly ink on paper, with Chronicle Red reserved for emphasis. A small set of functional colours covers ratings, forms and status on the website.

Core colours

PRIMARY · 60%

Paper

HEX #F3F2F2
RGB 243 242 242
CMYK 0 0 0 5

Page background and the space around everything.

PRIMARY · 30%

Ink

HEX #201E1D
RGB 32 30 29
CMYK 0 6 9 87

Text, rules, the monogram, dark sections.

ACCENT · 10%

Chronicle Red

HEX #EC3013
RGB 236 48 19
CMYK 0 80 92 7

The slash, links and primary buttons.

Paper 60 | Ink 30 | 10

Supporting colours

Deep Red
#AE1800
Red text and links at body size; button pressed state.

Blush
#FFE0D9
Highlighted rows, tag fills, selected states.

Surface
#EAE9E9
Cards, inputs, header bar.

Graphite
#605D5D
Secondary text, captions, metadata.

Tonal ramps

100	200	300	400	500	600	700	800	900
#FFF2EF	#FFE0D9	#FFC4B8	#FF9783	#FF563C	#DD2B0F	#AE1800	#7C1405	#4D170E
#F8F4F4	#EAE7E7	#D7D3D3	#BAB6B6	#9B9797	#7D7979	#605D5D	#444141	#2D2B2B

Red and neutral ramps share one lightness scale. Use 100–300 for fills and hovers, 700–900 for text on tinted fills.

Functional colours

Pass
#2E7D4F
Success, verified school, high rating.

Caution
#C98A1A
Warnings, mid rating, pending review.

Info
#2D62A8
Notices, tips, updated listings.

Error
#AE1800
Form errors — uses Deep Red, not a new hue.

Interface only — never in the logo, headlines or illustrations. Pass, Caution and Info share one lightness and saturation so none outshouts the others.

Section labels

Each section gets a label style from the core palette, not a new colour.

NEWS REVIEWS ARTICLES DIRECTORY

Approved pairings

Aa
Ink on Paper · ~15:1
All text

Aa
Deep Red on Paper · ~6:1
All text, links

Aa
Paper on Red · ~3.8:1
Large or bold only

Aa
Red 500 on Ink · ~4.9:1
Accents on dark

Avoid Chronicle Red for paragraph text on Paper (~3.8:1) — switch to Deep Red.

In use

S/C | School Chronicle — News Reviews Articles Directory

NEWS

New admissions timeline announced for next school year

What parents need to know before the deadline. Read more

REVIEWS

School name

Verified Updated

Write a review | Save school