Official palette

Locked digital values from the validated Bifana Studio identity direction.

OFF WHITE
#F6F4EF

Primary background / negative space

Default light canvas, cards, editorial layouts.

CHARCOAL
#161616

Primary ink / dark background

Primary logo, body text, dark brand surfaces.

RED ORANGE
#FF5A3C

Energy accent

Calls to action, highlights, orbit/dot accents. Never long-form body text on Off White.

LAVENDER
#A78BFA

Play accent

Playful highlights, secondary UI states, social/editorial accents.

SLATE
#2A2E36

UI / surface neutral

Panels, navigation, deep UI surfaces, supporting dark neutral.

Digital source of truth: HEX/RGB. CMYK is a process-conversion starting point; proof critical print jobs.

Production values

One palette, expressed consistently across digital and print workflows.

COLOR	HEX / RGB	HSL	CMYK*	ROLE
Off White	#F6F4EF / 246, 244, 239	43° 28% 95%	0 / 1 / 3 / 4	Primary background / negative space
Charcoal	#161616 / 22, 22, 22	0° 0% 9%	0 / 0 / 0 / 91	Primary ink / dark background
Red Orange	#FF5A3C / 255, 90, 60	9° 100% 62%	0 / 65 / 76 / 0	Energy accent
Lavender	#A78BFA / 167, 139, 250	255° 92% 76%	33 / 44 / 0 / 2	Play accent
Slate	#2A2E36 / 42, 46, 54	220° 12% 19%	22 / 15 / 0 / 79	UI / surface neutral

* CMYK = C / M / Y / K, rounded process conversion. Physical proof required; no Pantone assignment in v1.0.

Contrast & accessibility

Use the accents for energy; use Charcoal/Off White for readability.

Bifana Studio

16.46:1 | normal PASS | large PASS

Bifana Studio

16.46:1 | normal PASS | large PASS

Bifana Studio

5.84:1 | normal PASS | large PASS

Bifana Studio

6.65:1 | normal PASS | large PASS

Bifana Studio

12.39:1 | normal PASS | large PASS

Bifana Studio

5.00:1 | normal PASS | large PASS

DO NOT use Red Orange (#FF5A3C) or Lavender (#A78BFA) as normal-size text on Off White.

Red Orange on Slate = 4.40:1: acceptable for large text / non-text UI, not normal body copy.

Default editorial/UI pairing: Charcoal on Off White. Reverse: Off White on Charcoal.

Color roles

Color is functional. Every color has a job.

OFF WHITE

Canvas

Use as the default light background. Warm rather than pure white; gives Bifana a human/editorial feel.

CHARCOAL

Ink

Default typography and primary dark surface. Prefer it to pure black for large areas.

RED ORANGE

Energy

Primary action accent: CTA, active states, small emphasis, orbit/dot. Keep it scarce.

LAVENDER

Play

Secondary accent for playful/editorial moments, social content and supporting UI states.

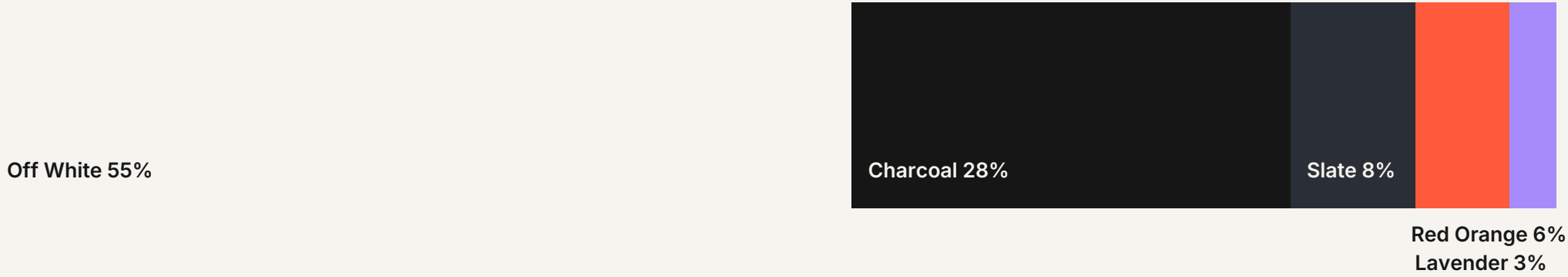
SLATE

Interface

Supporting dark neutral for panels, navigation, UI chrome and layered dark surfaces.

Recommended balance

The palette should feel mostly neutral, with accents behaving like punctuation.



This is a composition target, not a quota. Game key art may ignore it; Bifana-owned surfaces should not.

RED ORANGE	Primary highlight. One focal action per view is usually enough.
LAVENDER	Secondary/play accent. Never compete with Red Orange for primary CTA emphasis.
GAME IPs	Each game owns its art direction. Bifana colors frame the experience; they do not recolor every game.

Developer & production handoff

Use the provided token files. Do not sample colors from screenshots or moodboards.

FILES

BIFANA_Color_Tokens.css

BIFANA_Color_Tokens.json

BIFANA_Palette_v1.0.ase

BIFANA_Color_Specification_v1.0.json

BIFANA_Color_QuickReference.md

SOURCE OF TRUTH

Digital: HEX/RGB from tokens.

Print: CMYK as starting values + physical proof.

Pantone: not assigned in v1.0.

Do not create extra “close enough” oranges or purples.