

AccelaStudy AI Color Palette

Use these colors when you show or describe AccelaStudy® AI and Renkara Media Group, Inc. Every color lists its hex and RGB value and the one job it does. The corporate palette represents Renkara. AccelaStudy AI adds one product accent, Renkara Blue, and a few reserved colors that have narrow, specific uses.

Corporate palette

Color	Hex	RGB	Role
 Renkara Navy	#1B2A4A	27, 42, 74	Identity, headings, and dark fields.
 Renkara Blue	#2E6B9E	46, 107, 158	Links and interaction.
 Renkara Slate	#5A6577	90, 101, 119	Secondary copy on light surfaces.
 Cloud White	#F8FAFC	248, 250, 252	Light surfaces.
 Mist	#E2E8F0	226, 232, 240	Dividers and supporting surfaces.
 Ink	#0F172A	15, 23, 42	Deep dark surfaces.

The AccelaStudy AI product accent

The product accent for AccelaStudy AI is Renkara Blue, **#2E6B9E** (RGB 46, 107, 158). It colors links, buttons, focus rings, and other interactive elements. Product palettes can differ from the corporate palette, but decorative color expresses identity while the colors of text and controls communicate function. AccelaStudy AI's controls and links stay Renkara Blue.

Reserved colors

Cyan Glow

Cyan Glow is reserved for knowledge-graph art. It is never used for text, and never as a fill for a control or other interface element on a light surface, because it measures only 1.5:1 against white. It reads well as part of artwork on a dark field.

Color	Hex	RGB	Role
 Cyan Glow	#00E5FF	0, 229, 255	Knowledge-graph artwork only.

Emerald

Emerald is for success and “live” states only. It is never a general accent, a link color, or a button color. A text label always accompanies it, so the state does not depend on color alone.

Color	Hex	RGB	Role
 Emerald	#059669	5, 150, 105	Status marks and large or decorative elements only; 3.8:1 on white.
 Emerald text	#047857	4, 120, 87	Status text on white; 5.5:1.
 Emerald tint	#D1FAE5	209, 250, 229	Background behind status text.
 Emerald on tint	#065F46	6, 95, 70	Status text on the tint; 6.8:1.

Expressive artwork accents

Six accents give the Renkara particle-cloud artwork its independent voices. They belong to the artwork. Surrounding text and controls use the corporate palette, and none of the six reaches 4.5:1 against white, so none of them is used for text.

Color	Hex	RGB	Role
 Ember	#E25B0C	226, 91, 12	Artwork only.
 Brass	#BB930E	187, 147, 14	Artwork only.
 Leaf	#54AB28	84, 171, 40	Artwork only.
 Cyan	#0DA7C6	13, 167, 198	Artwork only.
 Indigo	#B0A3F1	176, 163, 241	Artwork only.
 Fuchsia	#F079C5	240, 121, 197	Artwork only.

Contrast

The minimum contrast is 4.5:1 for normal text and 3:1 for large text, on light and dark surfaces alike. Contrast is measured on the actual foreground and background pair. The ratios below use the WCAG relative luminance formula and are rounded to one decimal place.

Foreground	Background	Ratio	Use
Renkara Navy	White	14.2:1	Headings and body copy.
Ink	White	17.9:1	Body copy.
Renkara Blue	White	5.7:1	Links and controls.
Renkara Blue	Cloud White	5.4:1	Links and controls.
Renkara Blue	Mist	4.6:1	Links and controls, at normal size.
Renkara Slate	White	5.9:1	Secondary copy.
Renkara Slate	Mist	4.8:1	Secondary copy.
White	Renkara Navy	14.2:1	Text on dark fields.
White	Renkara Blue	5.7:1	Button labels.
Mist	Renkara Navy	11.5:1	Supporting text on dark fields.
White	Ink	17.9:1	Text on deep dark surfaces.
Mist	Ink	14.5:1	Supporting text on deep dark surfaces.
Cyan Glow	White	1.5:1	Fails. Not used on light surfaces.

Light and dark surfaces

Light surfaces use Cloud White, Mist, or white, with Renkara Navy headings and Ink or Navy body copy. Dark fields use Renkara Navy, and the deepest dark surfaces use Ink. The wordmark appears in navy on a light field and reversed to white on a dark field.

The colors chosen for light surfaces do not carry over to dark ones unchanged. Renkara Blue measures 3.2:1 on Ink and Renkara Slate measures 3.0:1, both below the 4.5:1 minimum for normal text. On dark fields, set text in white, Cloud White, or Mist, and measure any other pair before using it.

Typography

Customer-facing material uses Plus Jakarta Sans: regular weights for reading, stronger weights for hierarchy, and 700 for the Renkara wordmark. Code uses Fira Code. Body text is 16 pixels or larger with about 1.6 line height. Labels use sentence case, comparisons use tabular figures, and counts of 1,000 or more take thousands separators, such as 1,158.

Color and meaning

When color communicates a state or an action, a label, shape, or other cue accompanies it. A success message says “Saved” as well as turning green, and a link is recognizable without its color.

Questions

For other formats, dark-surface artwork, or approval questions, email press@accelastudy.ai.