NORSETECH GROUP · BRAND

Colour

Blue leads, orange accents, sea-glass carries the surfaces. The trio together reads as livery — use it on the vessel, the cover and the hero.

PRIMARY

Norsetech Blue

#004AAD

ACCENT

Norsetech Orange

#FF3D00

SECONDARY

Sea-glass

#A8C9C8

SURFACE

Pale Sea-glass

#E4EFEE

DARK GROUND

Charcoal

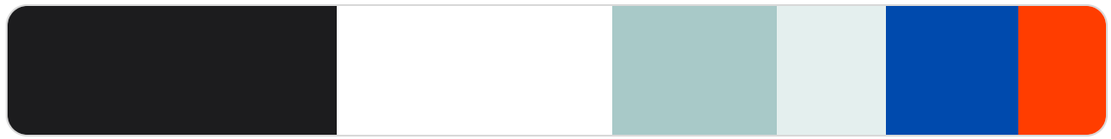
#1C1C1E

BASE

Pure White

#FFFFFF

PROPORTION



01 Orange is the smallest share and the loudest — one headline, one button, one stripe per view.

02 Sea-glass is a surface, never a text colour on white.

03 Keep Norsetech Blue on every piece so the palette stays ours, not a racing livery.

CONTRAST PAIRS

Aa	Ink on Sea-glass	9.8:1	**Body text**
Aa	White on Blue	8.1:1	**Body text**
Aa	Orange on Charcoal	4.8:1	**Body text**
Aa	Charcoal on Orange	4.8:1	**Buttons**
Aa	White on Orange	3.6:1	Large text only
Aa	Orange on Blue	2.3:1	Never for text
Aa	White on Sea-glass	1.8:1	Never for text