

DATA  
FOR ALL

BRAND  
IDENTITY

## DFA Products color guide

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We've curated our product's color scheme from this color wheel, opting for brighter tones for mobile interfaces and darker shades for web environments.



## DFA Products- Collect (Cold Color)

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**DFA Survey**

HEX #0B60B0

RGB 255/255/0

CMYK 94/45/0/31

**Significance:** Using blue color for a data collection or survey portal evokes feelings of security, trust, and loyalty, fostering user confidence. Its symbolism instills a sense of responsibility, assuring users that their data is handled with care and professionalism. This color choice can enhance user engagement and encourage repeat visits, building a strong connection with the audience.

## DFA Products- Manage (Warm Color)

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**DFA DataManager**

HEX #993366

RGB 153/51/102

CMYK 0/67/33/40

**Significance:** Magenta's warmth can create a visually stimulating environment, encouraging users to interact more actively with the data. Additionally, it can evoke a sense of urgency or importance, prompting users to prioritize tasks and make efficient decisions while managing data.

## DFA Mobile Products- Analyse (Bright - Cold Colors)



### DFA Insights

HEX #B8E828  
RGB 184/232/40  
CMYK 21/0/83/9



### DFA Charts

HEX #AEF5FC  
RGB 174/245/252  
CMYK 31/3/0/1

**Significance:** Using a palette of bright to cold colors in mobile apps enhances visual hierarchy, readability, and emotional resonance. This strategy promotes user engagement, clarity, and accessibility, enriching the overall user experience.

## DFA Web Products- Analyse (Dark - Warm Colors)



### DFA Dashboard

HEX #990000  
RGB 153/0/0  
CMYK 0/100/100/40



### DFA Monitoring

HEX #CC0066  
RGB 204/0/102  
CMYK 0/100/50/20



### DFA Visualizer

HEX #CC9933  
RGB 204/153/51  
CMYK 0/25/75/20



### DFA Profile

HEX #D8572A  
RGB 216/87/42  
CMYK 0/60/81/15



### DFA Mapper

HEX #FFD500  
RGB 255/213/0  
CMYK 0/16/100/0



### Metadata Hub

HEX #9B6127  
RGB 155/97/39  
CMYK 0/37/74/39





















































### DFA Resources

HEX #03AED2  
RGB 3/174/210  
CMYK 81/14/0/18

**Significance:** Dark backgrounds with warm accents can enhance readability, draw attention to key elements, and establish an inviting atmosphere, encouraging user engagement and retention.

## DFA Products color guide

DFA Tool Name	Favicon Icon	Primary Color	Secondary Color	Primary Text Color	Secondary Text Color
DFA Data Manager		 #993366	 #6B2447	 #333333	 #888888
DFA Dashboard		 #990000	 #7A0000	 #333333	 #888888
DFA Visualizer		 #CC9933	 #B88A2E	 #333333	 #888888
DFA Monitoring		 #CC0066	 #993366	 #333333	 #888888
DFA Profile		 #D8572A	 #B54620	 #333333	 #888888
DFA Survey		 #0B60B0	 #094278	 #333333	 #888888
DFA Charts		 #AEF5FC	 #A5E2E8	 #333333	 #888888
DFA Map		 #FFD500	 #D8B712	 #333333	 #888888
DFA Insights		 #B8E828	 #99BF27	 #333333	 #888888
DFA Metadata		 #9B6127	 #623D18	 #333333	 #888888
DFA Resources		 #03AED2	 #005C70	 #333333	 #888888