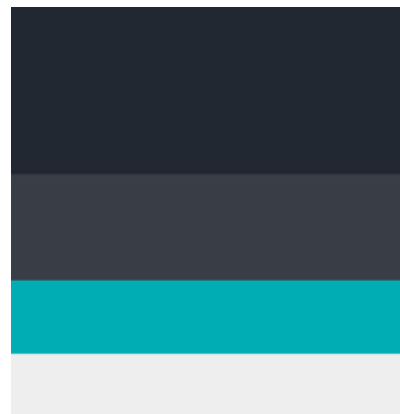


PALETTE GUIDE



UNDERSTAND THE
COLORS YOU MAY
USE

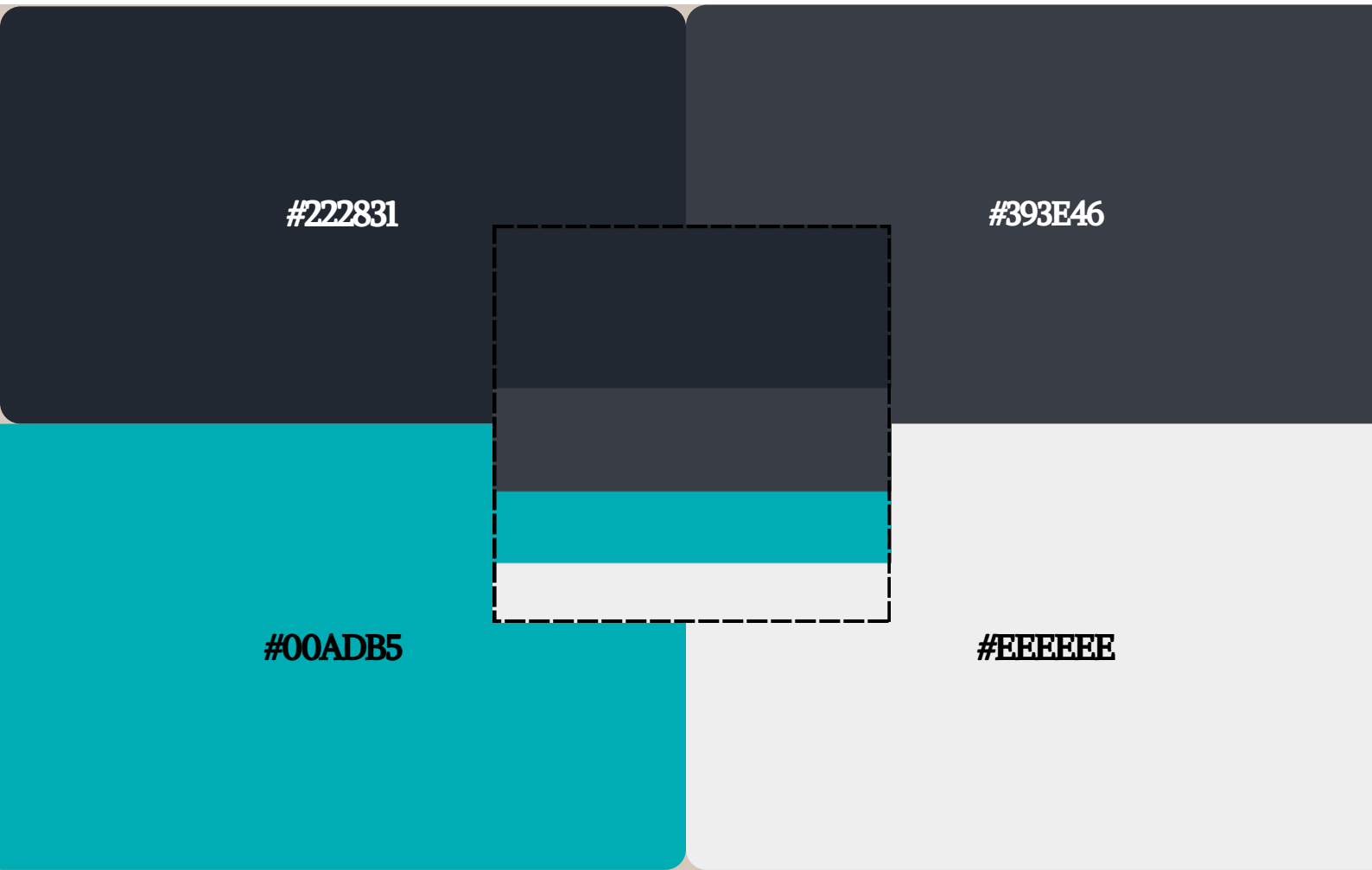
MAKE CONSCIOUS
ARTISTIC CHOICES

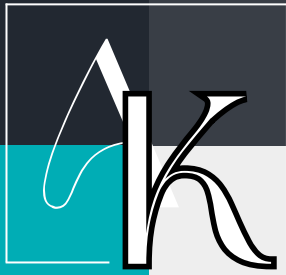
THEORY INTERTWINED
WITH ARTISTIC PRACTICE.



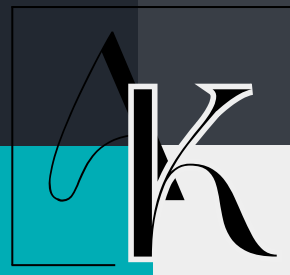
NAJRA.ART

RECIPE





ART KNOWLEDGE
In the name of art



ART KNOWLEDGE
In the name of art

PALETTE TITLE: NEON OVER THE BAY



#222831

RGB(34, 40, 49)



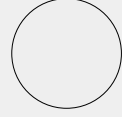
#393E46

RGB(57, 62, 70)



#00ADB5

RGB(0, 173, 181)



#EEEEEE

RGB(238, 238, 238)

FEELING



focus



modernity

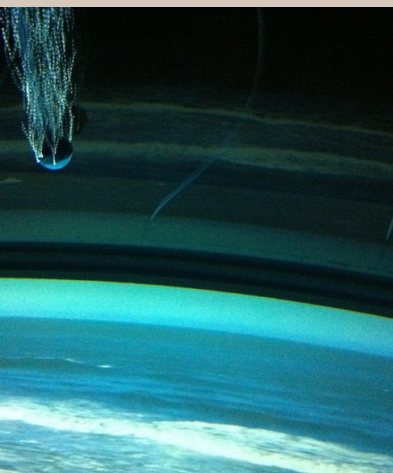


clarity

ABOUT THE PALETTE

This palette combines deep, nocturnal gravity with an electrifying flash of modernity. Dark shades of graphite and anthracite form a solid, almost architectural base, broken by a vivid turquoise accent that brings energy and freshness. Completed with pure, luminous white, the whole breathes precision and confidence an aesthetic of the digital world meeting a sea horizon after dusk.

MOOD BOARD



Best proportions



40%

30%

20%

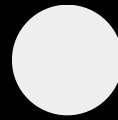
10%



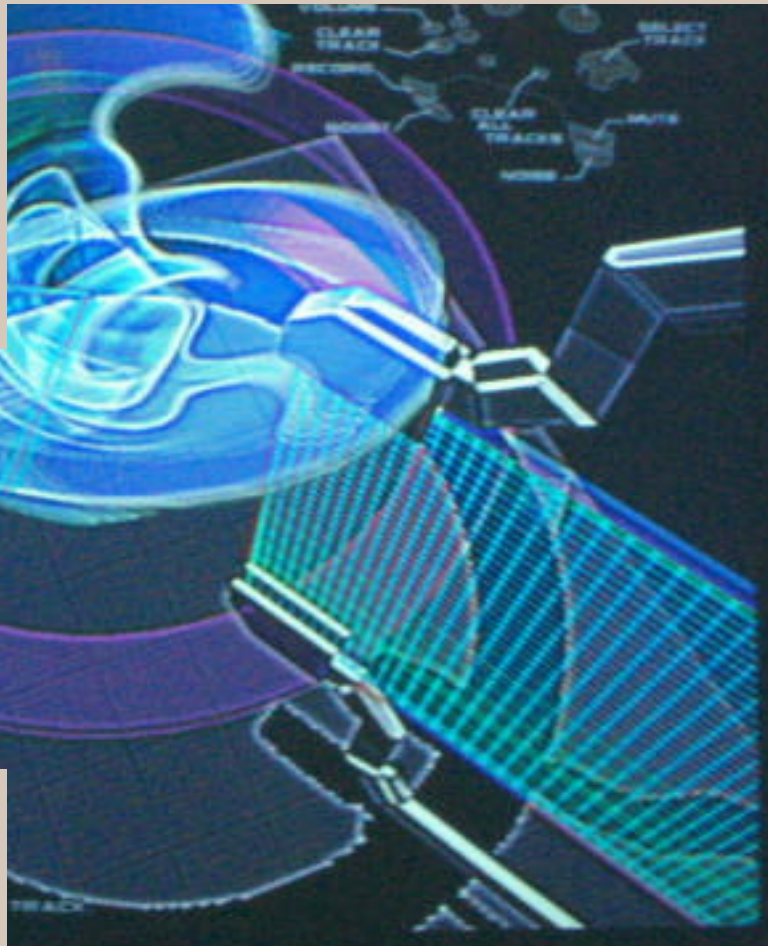
IMPACT

On this page you can observe how two basic colors (white and black) affect the color palette. This will help you better understand what kinds of projects to use it for.

Pay attention to how the colors harmonize, their contrasts and energy.



WHERE IT WORKS BEST

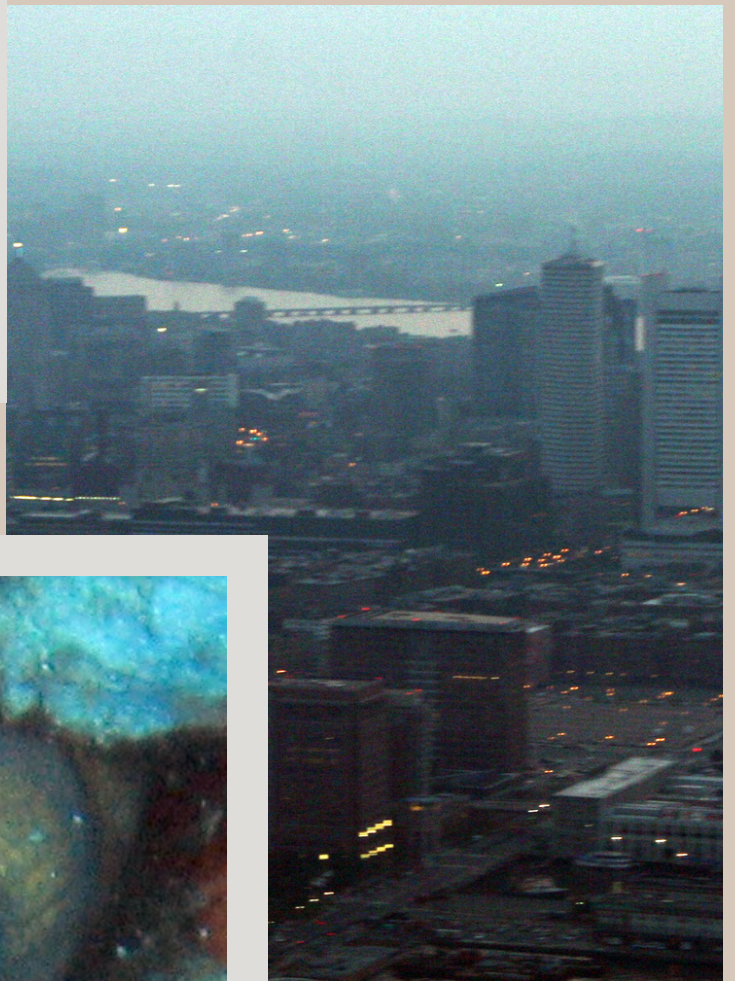
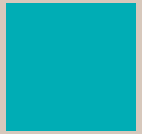


This palette is made for modern tech brands, fintech startups, architectural firms, and anyone wanting to communicate innovation, trust, and a fresh perspective.

The deep greys create an elegant, screen-like depth perfect for website and app backgrounds, while the vivid turquoise is ideal for interactive accents, guiding the eye with dynamism and clarity. In visual identity, it builds an expert image – serious but not stiff, technological but not cold.

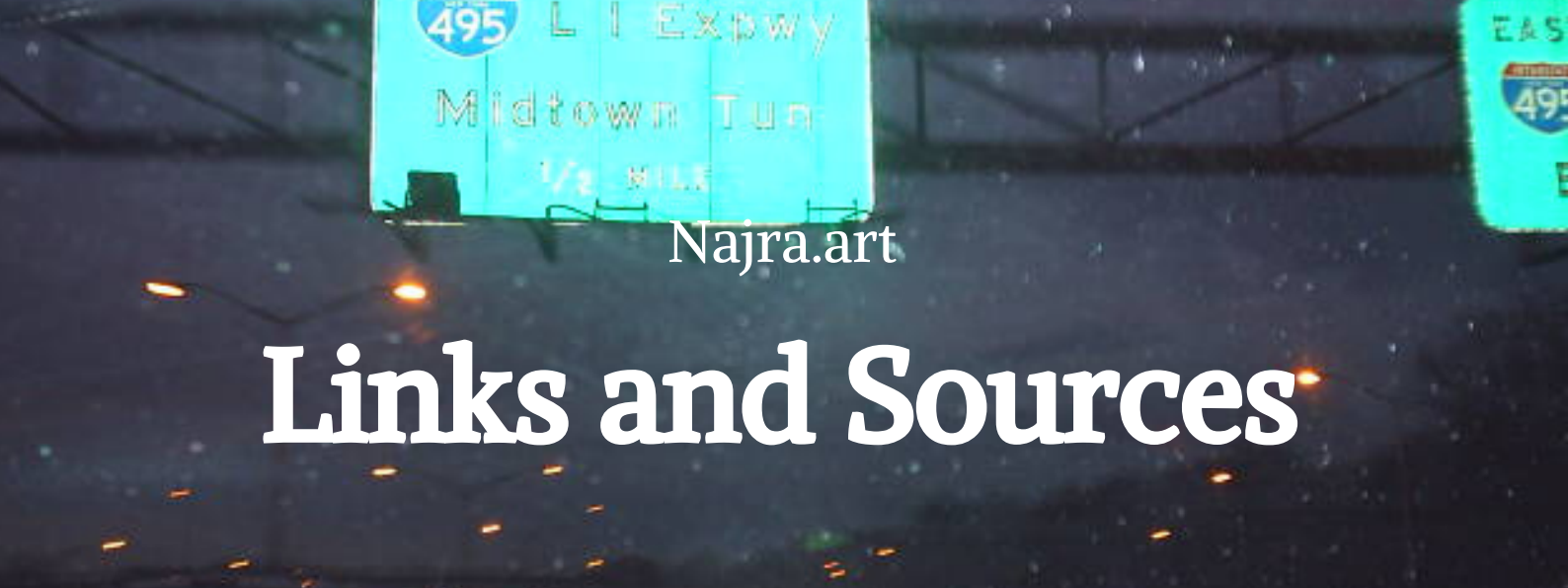
It fits equally well in modern office interiors, a photographer's portfolio, a design magazine cover, or luxury yachting branding, anywhere that values the contrast between raw elegance and free-flowing inspiration. Through this palette, the brand says simply: we look to the future, standing on a solid foundation.

Aesthetic



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MOODBOARD



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Thank
you

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