

# Zuzu Brand Colors

Social Media Kit / Color Reference / 2026

## Backgrounds

 **Dark Navy**  
#0B0B1E Primary background

 **Deep Navy**  
#12122B Card / elevated surfaces

 **Midnight**  
#1A1A3A Secondary surfaces

## Brand Primary

 **Purple**  
#8B5CF6 Primary accent, buttons, links

 **Pink**  
#EC4899 Secondary accent, gradient end

 **Gold**  
#EAB308 Highlights, badges, premium

## Extended Palette

 **Light Purple**  
#A78BFA Hover states, lighter accents

 **Lavender**  
#C4B5FD Subtle highlights

 **Green**  
#10B981 Success, active states

 **Teal**  
#2DD4BF Secondary active, timeline

 **Amber**  
#F59E0B Warnings, secondary gold

## Text Colors

 **White**  
#FFFFFF Primary headings

 **Off-White**  
#F1F0F7 Body text

 **Light Gray**  
#E2E8F0 Secondary text

 **Muted**  
#9896AB Captions, disabled text

## Gradients

 **Primary**  
#8B5CF6 -> #EC4899 Hero text, buttons, accents

 **Warm**  
#EC4899 -> #EAB308 Premium, warm highlights

 **Cool**  
#8B5CF6 -> #2DD4BF Timeline, data visuals