

Brand Colors

Swipe Orange

#FF4618

--orange-500

The brand color, and the only color in the logo files. Primary buttons, the registered mark, active links, icon glyphs.

Drop Orange

#FA3200

--orange-600

The pressed state. Primary button hover, the 1.5px bottom border under it, underlined inline links.

Swipe Tint

#FFEFECE

--orange-bg-tint

The one warm surface. Mono pills, icon tiles, tinted section grounds. Never used for text.

Ink

#000000

--black / --fg

All primary text and the wordmark. True black, not a soft near-black. Headings run at weight 500 with -0.04em tracking.

Paper

#FFFFFF

--white / --bg

Pure white. The page ground, every card, and the label on primary buttons. Sections lift off it with hairlines and glows, not fills.

Orange glow

0% #FF4618 12% opacity

62% #FF4618 0% opacity

Swipe Orange at 12%, fading out by the 62% stop. The site hero runs the same recipe at 7% opacity, anchored top-left at 2% 8%, sized 820 by 480.

radial-gradient(820px 480px at 2% 8%, rgba(255,70,24,.12), transparent 62%)