

Color (Mule)

The color palette for AAD's websites has been pulled from [Cornell's own brand guidelines](#). The design makes heavy use of the secondary colors, including the bright blue and red, to give the ecosystem a bold, bright, and contemporary look and feel.

Color also communicates meaning. For example, the red and blue are used to draw attention to calls-to-action, links, and other interactive content.

Avoid introducing colors outside of this already extensive palette or applying colors to elements as inline styles.