

# CAKE Custom Theme Color Guide

Note: Each page highlights a different theme color.  
Using a blue theme as a base,  
the highlighted color is in a pink or reddish hue.

# System Color : Primary Color

**System Colors**

Primary Color: E80C7A

Secondary Color: 4B4F54

Tertiary Color: ECEFF2

The screenshot displays the Bouqs system interface. The top banner is pink with the Bouqs logo and navigation links. The left sidebar is dark blue with various menu items. The main content area is white with a pink header for the 'Reports' section. A modal window titled '\*\*Sample Data-Affiliate\*\* Company Name - Status: Active' is open, showing a form for editing affiliate information. The form includes fields for Name, Status, Manager, Website, Street, Street 2, City, State, Zip Code, and Country. A 'Login' button is visible on the left side of the modal. A blue arrow points to the 'E80C7A' color swatch in the 'System Colors' section.

- Top banner
- Widget & card headers
- Counter bubbles (as seen beside the Applied and Pending tabs)
- Card entity labels ('Affiliate' seen in the upper right of the card)
- Reporting toolbar : text in selected tab
- Reporting toolbar : filter removal icons

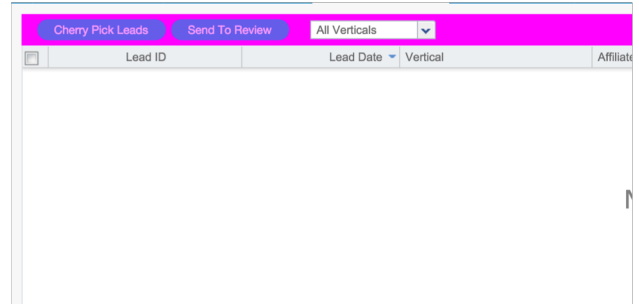
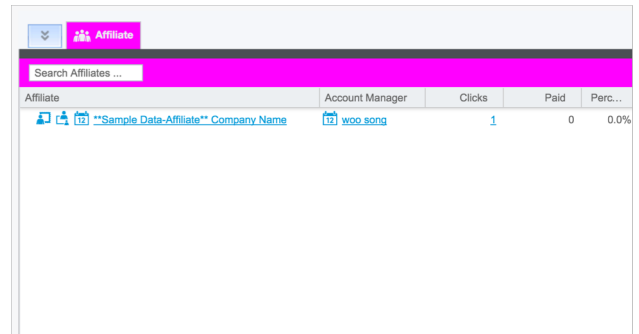
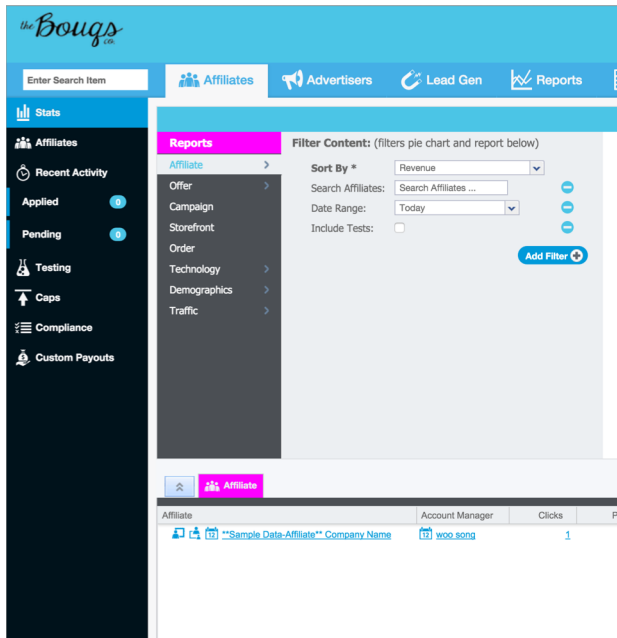
# System Color : Secondary Color

**System Colors**

Primary Color: 52C5E4

Secondary Color: FF0DFF

Tertiary Color: ECEFF2



- Grid headers (where buttons and filters are displayed)
- Reporting toolbar : highlighted tab selection
- Reporting tab : currently viewed (non-viewed tabs will be white)

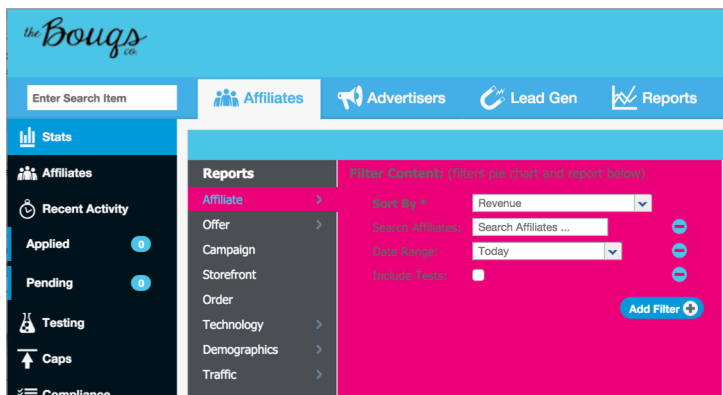
# System Color : Tertiary Color

**System Colors**  
 Primary Color:  
 Secondary Color:  
 Tertiary Color:

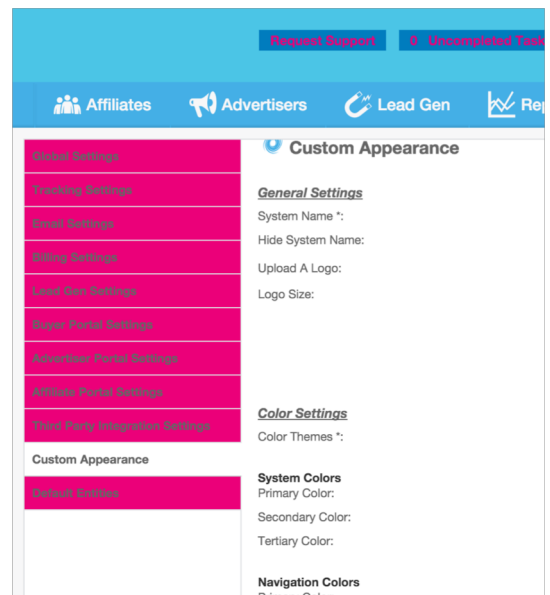
52C5E4

4B4F54

E60C7A



Lead Revenue									
Buyer		All Buyers		Group By		No Group		Today	
Buyer	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue	Revenue
No data to display									



- Button text and icon within the banner
- Reporting toolbar : background
- Reporting toolbar : background of selected tab
- Grid header, summary and footer rows
- Report header, summary and footer rows
- Setup > Settings sub tabs (shown above)

*Suggested : light color such as ECEFF2*

# Navigation Color : Primary Color

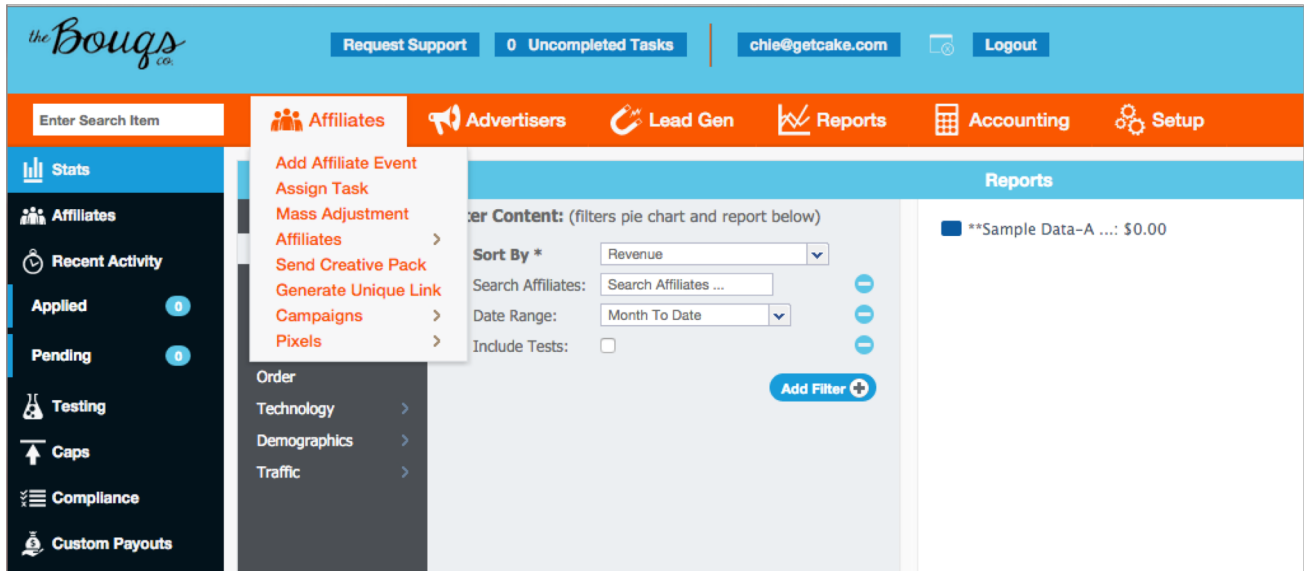
**Navigation Colors**

Primary Color: FF530D ▼

Primary Accent Color: F7F7F8 ▼

Secondary Color: 01121B ▼

Secondary Accent Color: 009bd7 ▼



- Navigation tabs
- Text within navigation tab fly-out menus

# Navigation Color : Primary Accent Color

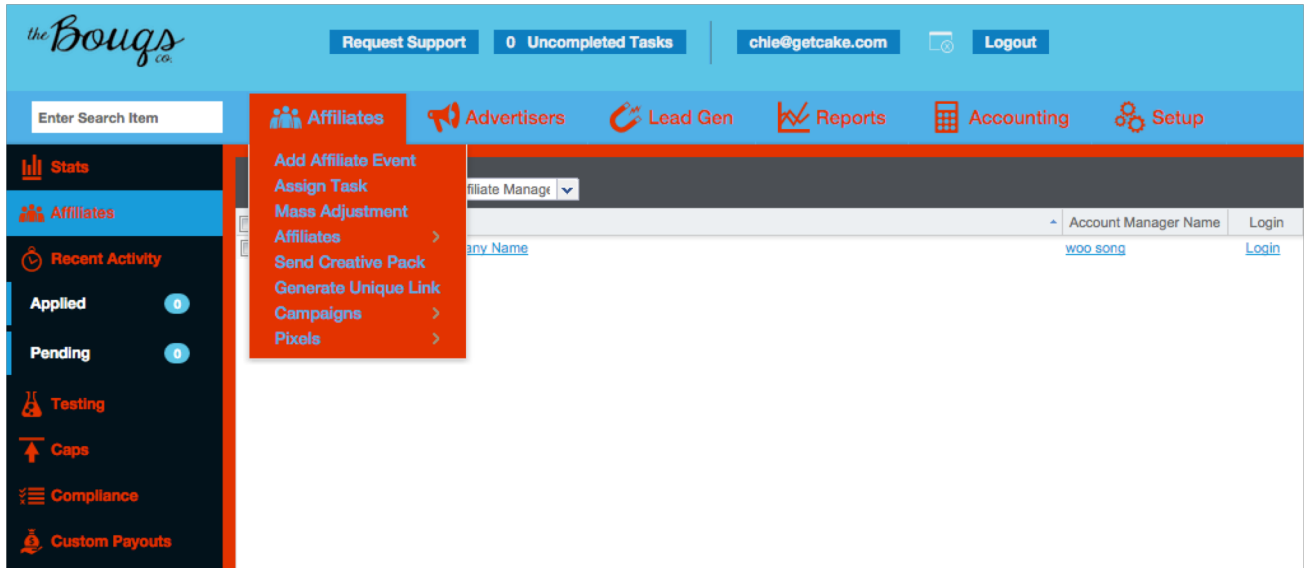
**Navigation Colors**

Primary Color:

Primary Accent Color:

Secondary Color:

Secondary Accent Color:



- Navigation tab text and icons
- Background of navigation tab fly-out menus
- Text in left-hand navigation panel tabs

*Suggested : light color such as F7F7F8*

# Navigation Color : Secondary Color

**Navigation Colors**

Primary Color:

Primary Accent Color:

Secondary Color:

Secondary Accent Color:

*theBouqs* [Request Support](#) [0 Uncompleted Tasks](#) | [chle@getcake.com](#) [Logout](#)

Enter Search Item [Affiliates](#) [Advertisers](#) [Lead Gen](#) [Reports](#) [Accounting](#) [Setup](#)

**Stats**

**Affiliates**

**Recent Activity**

Applied **0**

Pending **0**

**Testing**

**Caps**

**Compliance**

**Custom Payouts**

Search Affiliates ... All Affiliate Manager

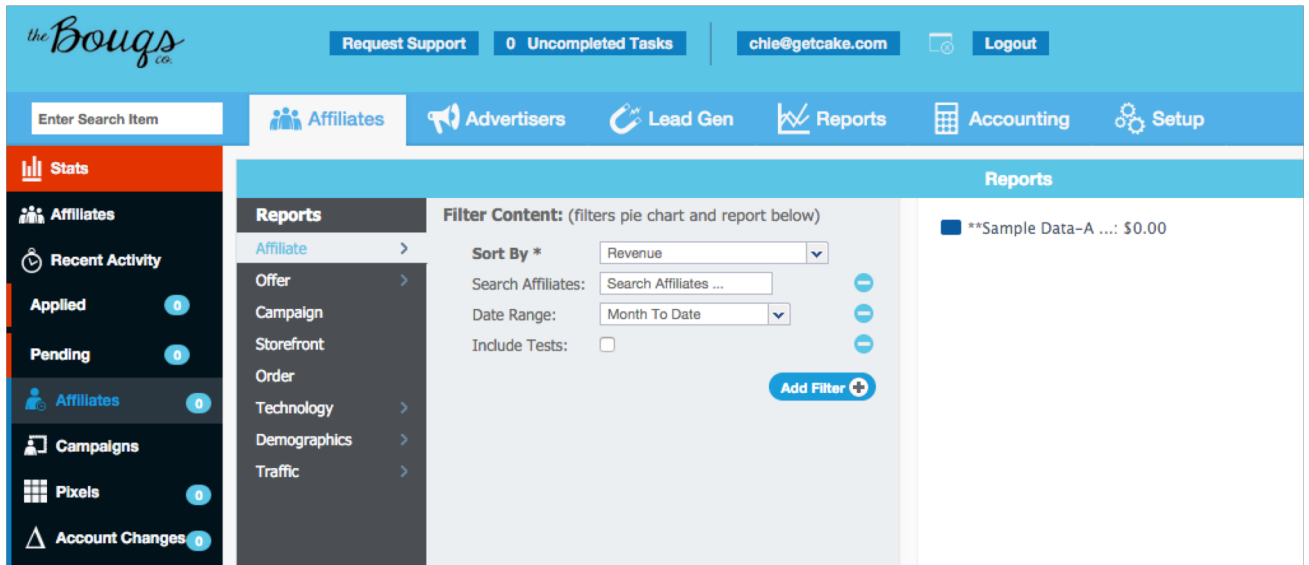
<input type="checkbox"/>	Affiliate Name	Account Manager Name	Login
<input type="checkbox"/>	<a href="#">**Sample Data-Affiliate** Company Name</a>	<a href="#">woo song</a>	<a href="#">Login</a>

- Background color of left-hand navigation panel tabs

# Navigation Color :

## Secondary Accent Color

<b>Navigation Colors</b>	
Primary Color:	<input type="text" value="4AB0E4"/>
Primary Accent Color:	<input type="text" value="F7F7F8"/>
Secondary Color:	<input type="text" value="01121B"/>
Secondary Accent Color:	<input type="text" value="E82C8C"/>



- Selected left-hand navigation tab (see Stats)
- Expand indicator color in left-hand navigation tabs (see Applied and Pending)



# Action Color : Primary Color

**Action colors**

Primary Color: E80C7A ▼

Secondary Color: 4B4F54 ▼

Accent Color: 007dbb ▼

The screenshot displays a complex web application interface. On the left, a dark sidebar contains navigation tabs with icons and text. The main content area is divided into several sections. At the top, there's a header with tabs for 'Affiliates', 'Advertisers', 'Lead Gen', and 'Reports'. Below this, a 'Reports' section shows a list of categories like 'Affiliate', 'Offer', 'Campaign', etc. A 'Filter Content' section allows users to sort by 'Revenue' and search for affiliates. A 'Sample Data' section shows a table with columns for 'Home', 'Campaigns', 'SubAffiliates', 'Traffic', and 'Accounting'. A 'Login' button is visible. On the right, a 'Settings' section lists various email templates like 'Advertiser Email', 'Advertiser Signup Confirmation', etc. The primary color #E80C7A is used for the 'Add' and 'Remove' buttons, the 'Login' button, and the 'Email Templates' tab in the settings section.

- Hover over text color in left-hand navigation tabs
- Action buttons
- Reporting drill-down icons
- Hyperlinks that have not been clicked yet (the browser will modify clicked links to display in a different color as shown in the Affiliate report beneath the reporting toolbar above)

# Action Color : Secondary Color

**Action colors**

Primary Color: 009BD7 ▼

Secondary Color: FF00FF ▼

Accent Color: 007db8 ▼

Enter Search Item

Affiliates

Advertisers

Lead Gen

Reports

Accounting

Setup

Stats

Affiliates

Recent Activity

Applied 0

Campaigns 6

Pending 0

Testing

Caps

Compliance

Custom Payouts

Reports

Affiliate >

Offer >

Campaign

Storefront

Order

Technology >

Demographics >

Traffic >

Filter Content: (filters pie chart and report below)

Sort By \* Revenue ▼

Search Affiliates: Search Affiliates ...

Date Range: Month To Date ▼

Include Tests: ☐

Add Filter +

Reports

\*\*Sample Data-Aff ...: \$0.00

Affiliate

Account Manager

Clicks

Paid

Perc...

Paid Eve...

Total Paid

12

\*\*Sample Data-Affiliate\*\* Company Name

12

woo song

1

0

0.0%

0

0

- Reporting toolbar : background of non-selected tabs
- Divider between reporting tabs and report header row

# Action Color : Accent Color

**Action colors**

Primary Color: 0098D7 ▼

Secondary Color: 4B4F54 ▼

Accent Color: E80C7A ▼

The screenshot displays the dashboard for 'theBouqs.co'. The top navigation bar is light blue and contains links for 'Request Support', '0 Uncompleted Tasks', 'chie@getcake.com', and 'Logout'. Below this is a secondary navigation bar with icons and labels for 'Enter Search Item', 'Affiliates', 'Advertisers', 'Lead Gen', 'Reports', 'Accounting', and 'Setup'. The left sidebar is dark blue with white text and icons for 'Stats', 'Affiliates', 'Recent Activity', 'Applied' (0), 'Pending' (0), 'Affiliates' (0), 'Campaigns', 'Pixels' (0), 'Account Changes' (0), 'Voucher Codes' (0), 'Testing', and 'Caps'. The main content area is titled 'Reports' and features a 'Filter Content' section with options for 'Sort By \*' (Revenue), 'Search Affiliates' (Search Affiliates ...), 'Date Range' (Month To Date), and 'Include Tests' (checkbox). A blue 'Add Filter' button is present. The right side of the dashboard shows a sample data entry: '\*\*Sample Data-A ...: \$0.00'.

- Buttons in banner
- Indicators for expanded left-hand navigation tabs (see tabs beneath highlighted Pending tab)