

OrbitX



The color decision was made after extensive study of the visual design of LED and technological companies. A saturated blue was chosen because it creates a direct association with the bright light of the lamps produced by OrbitX. Unlike subdued blue, a vibrant hue gives dynamics and confidence to the visual style.

According to our observations, the market leaders are Philips and Osram. First of all, we relied precisely on these brands. As you can see in their branding, they use bright and saturated colors. Also, bright shades of blue can be found in such technological giants as Intel, Facebook, HP, Dell, GIGABYTE, Indesit, GE lighting, Verbatim, Nichia, LiteOn, TP-link, Cisco, Sap, IBM, etc.

Led Lighting Brands

PHILIPS



DLED[®]



GE
Lighting

OPPLE
LIGHTING

ENSTO

Panasonic

OrbitX



LEDVANCE
OSRAM



:hager

The Biggest Tech Companies

facebook

GIGABYTETM
TECHNOLOGY

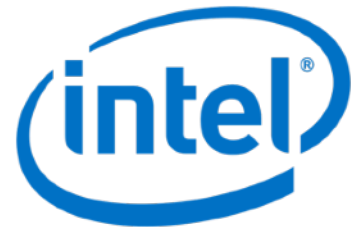


LITEON[®]



DELL
Technologies

SAMSUNG



Tencent 腾讯

Verbatim[®]
Technology you can trust

NOKIA

WD Western
Digital[®]

TP-LINK[®]
The Reliable Choice

OrbitX

We would of course like you to be happy with all of the brand colors. If you really prefer the old blue please let us know. We would be happy to change it back for you.

Head of Design / Mark Adamyan

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