

Color

Philosophy of Color

Color in ISK is not decorative—it is deliberate, functional, and symbolic. Rooted in the Least Action Principle, our palette minimizes excess and maximizes meaning, ensuring that every hue serves a distinct purpose.

ISK's color system reflects its bold, scientific, and forward-thinking identity. By adhering to a monochrome core with a disciplined use of purple, we ensure a timeless, minimal, and distinctive presence across all ISK touchpoints.