

Devonshire Partners – Independent Sponsor Brand Palette

With Devonshire Partners now positioned as a performance-driven Independent Sponsor, the color palette shifts to reflect sharper institutional energy, precision, and confidence—while retaining its heritage of trust and discipline.

Type	HEX	Name	Usage
Primary	#14213D	Midnight Blue	Authority, intelligence, institutional strength
Secondary	#3A3A3A	Graphite Gray	Precision, sophistication, modern professionalism
Accent	#B8860B	Royal Gold	Performance, excellence, ambition
Neutral	#FCFCFC	Ice White	Clean backgrounds for digital & presentation decks
Support	#43617D	Steel Blue	Charts, gradient accents, digital highlights

Color Swatches:

Color	Sample
Primary	<div></div>
Secondary	<div></div>
Accent	<div></div>
Neutral	<div></div>
Support	<div></div>

Design Rationale:

The updated palette mirrors leading independent sponsors and PE firms like Thoma Bravo, ZBS, and Constellation—combining dark institutional hues with a confident metallic accent. It communicates action, precision, and analytical depth without losing its composure. Recommended typography: **Montserrat** or **Poppins** for headers, **Lora** or **Georgia** for body text.