





Our proprietary colors emphasize the energy and strength of the Insight brand. The primary color palette includes four colors from the red/violet spectrum that vary in value but are related in tone. They are contrasted by a warm gray that elevates the palette to create an approachable yet professional brand.





A secondary palette is available when needed but should be used in limited quantity as accents to a layout (web buttons, graphic lines, etc.).


When selecting colors for your layout, make sure the primary palette is prominent over the secondary palette. To achieve the correct balance, use an 85/15 rule, where 85% of color use comes from the primary and 15% from the secondary palette.

Each color in the palette is accompanied by its Pantone®, CMYK, RGB and Hexadecimal values to facilitate accurate reproduction across different types of media.

To ensure the consistency and memorability of the brand, always use the color formulas listed here for all touch points.

PRIMARY PALETTE																			
																			
Spot	Warm Gray 11 C				Spot	7636 C				Spot	199 C				Spot	233 C			
CMYK	C026	M036	Y038	K068	CMYK	C000	M100	Y045	K012	CMYK	C000	M100	Y072	K000	CMYK	C012	M100	Y000	K000
RGB	R85	G71	B65		RGB	R211	G12	B85		RGB	R237	G25	B68		RGB	R212	G14	B140	
Web	#554741				Web	#D30C55				Web	#ED1944				Web	#D40E8C			

SECONDARY PALETTE																			
																			
Spot	Warm Gray 8 C				Spot	Warm Gray 5 C				Spot	Warm Gray 2 C				Spot	2203 C			
CMYK	C017	M024	Y025	K049	CMYK	C011	M013	Y016	K032	CMYK	C006	M007	Y010	K011	CMYK	C094	M001	Y014	K015
RGB	R125	G114	B109		RGB	R163	G157	B153		RGB	R212	G208	B202		RGB	R0	G152	B186	
Web	#7D726D				Web	#A39D99				Web	#D4D0CA				Web	#0098BA			

GRADIENTS																			
																			
																			
CMYK	C000	M100	Y072	K000	CMYK	C030	M100	Y002	K002	CMYK	C017	M024	Y025	K049	CMYK	C006	M007	Y010	K011
RGB	R237	G25	B68		RGB	R176	G28	B135		RGB	R125	G114	B109		RGB	R212	G208	B202	

Our gradient tells the story of our evolution. The original gradient moved from red (our color as a reseller) to fuchsia. Our new primary gradient moves from fuchsia to purple (fuchsia + the blue of our acquisitions) to define our role as a provider of Insight Intelligent Technology Solutions™, and our new secondary gradient provides a means to highlight our increased capabilities.

The primary gradient can be used by itself to fill a shape — with full opacity or transparency — or along with the graphic motif, as described in the previous guidelines. Included on the following page are additional recommendations around the use of both new gradients with logo, type and photography.

Note: The CMYK and RGB values of the new purple differ from those obtained from a direct translation of the spot color. Reserve spot color use for single-color expressions of the purple, such as in type.

PRIMARY PALETTE — EXISTING FUCHSIA



Spot	233 C
CMYK	C012 M100 Y000 K000
RGB	R212 G14 B140
Web	#D40E8C

SECONDARY PALETTE — NEW PURPLE



Spot	269 C
CMYK	C079 M100 Y020 K010
RGB	R88 G40 B115
Web	#582873

NEW PRIMARY GRADIENT



CMYK	C012 M100 Y000 K000	CMYK	C079 M100 Y020 K010
RGB	R212 G14 B140	RGB	R88 G40 B115

To ensure a vibrant appearance, always set the primary gradient with a 75/25% fuchsia-to-purple ratio (the dotted line above indicates where).

WHITE



CMYK	C000 M000 Y000 K000
RGB	R255 G255 B255
Web	#FFFFFF

SECONDARY PALETTE — NEW PURPLE



Spot	269 C
CMYK	C079 M100 Y020 K010
RGB	R88 G40 B115
Web	#582873

NEW SECONDARY GRADIENT



CMYK	C000 M000 Y000 K000	CMYK	C079 M100 Y020 K010
RGB	R255 G255 B255	RGB	R88 G40 B115

To ensure a softer gradient appearance, always set the secondary gradient with a 75/25% white-to-purple ratio (the dotted line above indicates where).