# Color palette

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.

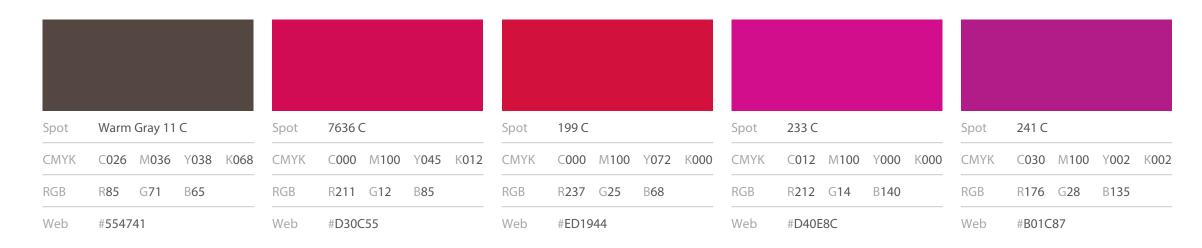
A secondary palette is available when needed but should be used in limited quantity as accents to a layout (web buttons, graphic lines, etc.).

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.

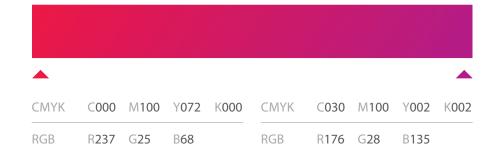
## PRIMARY PALETTE

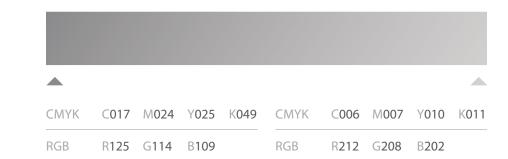


#### SECONDARY PALETTE

Spot	Warm Gray 8 C	Spot	Warm Gray 5 C	Spot	Warm Gray 2 C	Spot	2203 C	Spot	292 C
CMYK	C017 M024 Y025 K049	СМҮК	C011 M013 Y016 K032	CMYK	C006 M007 Y010 K011	CMYK	C094 M001 Y014 K015	CMYK	C059 M011 Y000 K000
RGB	R125 G114 B109	RGB	R163 G157 B153	RGB	R212 G208 B202	RGB	R0 G152 B186	RGB	R87 G181 B230
Web	#7D726D	Web	#A39D99	Web	#D4D0CA	Web	#0098BA	Web	#57B5E6

### **GRADIENTS**





# New color & gradients

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.

