

Color Structure

Neutral Colors: 90%

Neutral colors serve as our primary colors, infusing most of our visuals with a sense of technology. They ensure the brand stands out with a refined, cutting-edge and essential character.

Gradient Colors: 10%

Gradient colors are used as accents in conjunction with the primary palette. They communicate the brand's vitality and the intelligence of our products.

Important Note

All brand materials should broadly reflect this proportion. Color usage should be considered across the entire visual presence, not just on individual assets.

Color Wheel

