

# Category and Sub Brand Color

## Color Structure

Neutral colors serve as the primary palette, infusing most brand visuals with a sense of technological sophistication. They help the brand stand out through a refined, forward-looking and essential aesthetic.

We prioritize white and light gray as the main tones to create a clear and transparent visual impression.

Black is primarily used for text, graphics and background color.

Neutral  
Colors  
80%

Brand colors represent each category brand, helping differentiate them from competitors and convey distinct brand perceptions and visual identities.

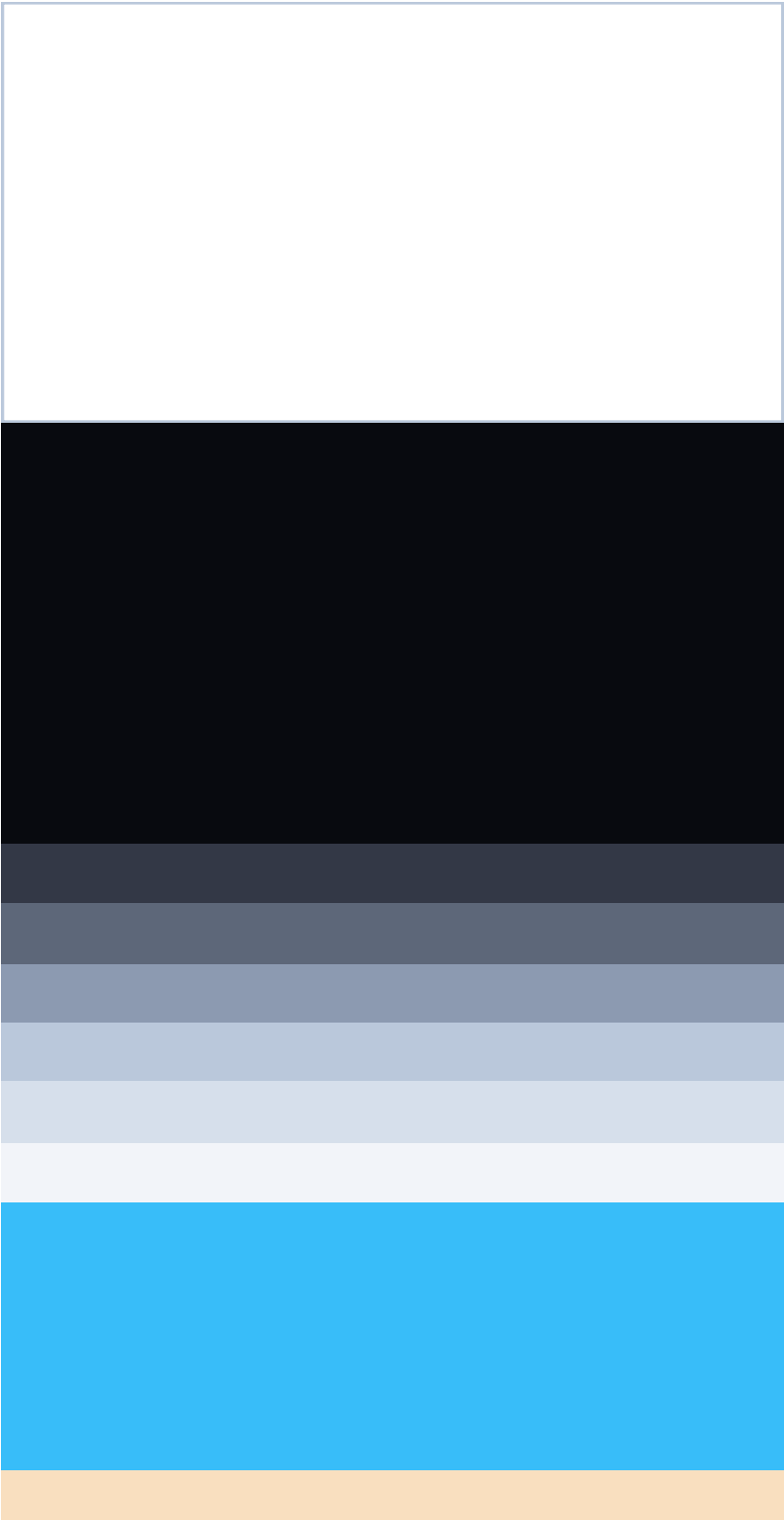
Brand  
Colors  
18%

Secondary colors are used complementarily to balance the brand's expression of both technological innovation and human values.

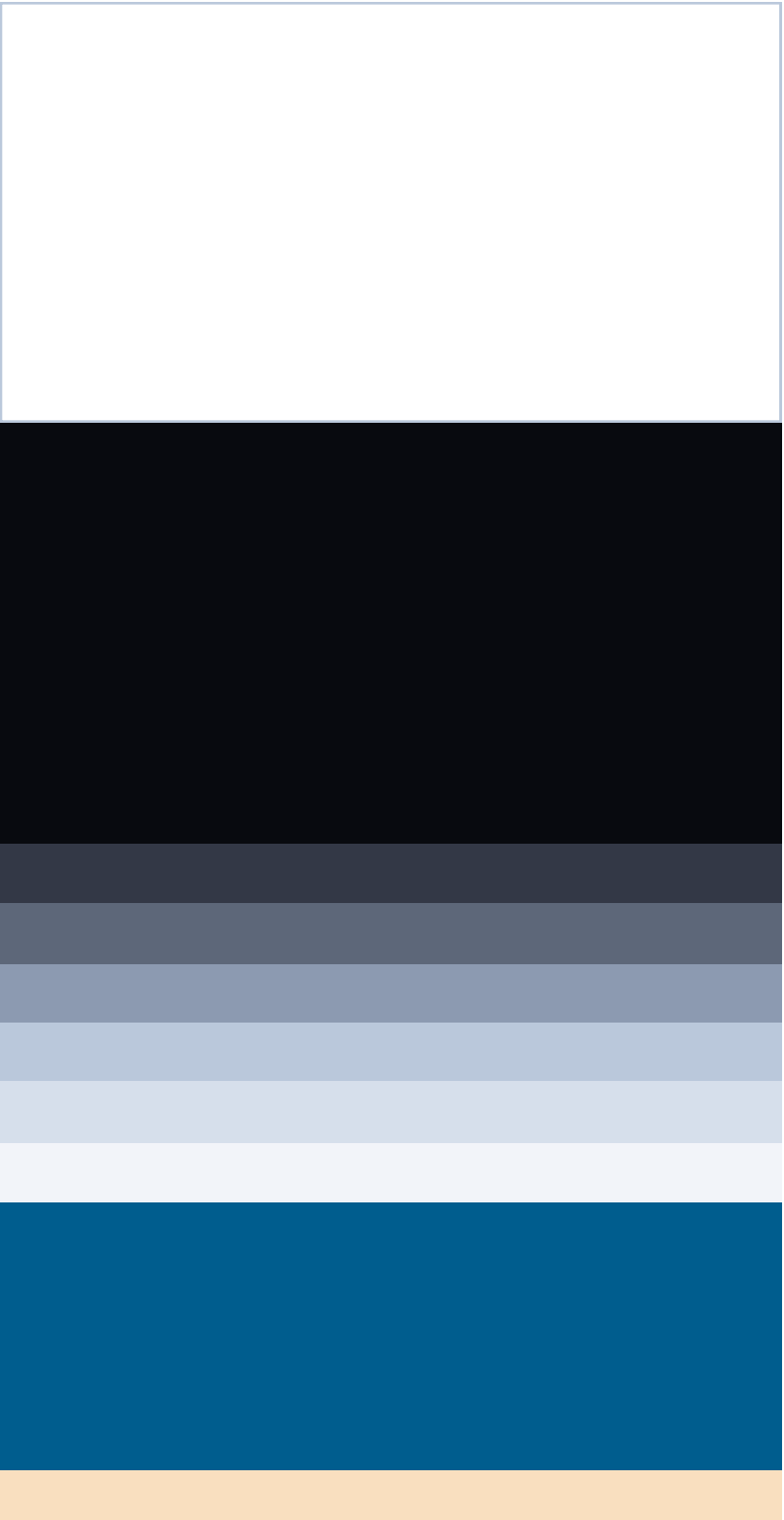
Secondary  
Colors  
2%

Multi-  
Colors  
20%

Anker



eufy



soundcore

