

Guidelines

To clarify proper use of the color system, this section presents examples of incorrect applications. All design work must follow these standards. If you have any questions, please contact the Group Brand Department.



Please use only specified gradient colors as accent colors for information.



Adjust the brightness of both the background and information colors to maintain visibility.



Use gradient colors for either the background or the information color—but not both.



Do not use gradient colors outside the defined specifications as accent colors.



Do not allow the background and information colors to have similar brightness levels, as this reduces visibility.



Do not apply gradient colors to both the background and the information color at the same time.