

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.

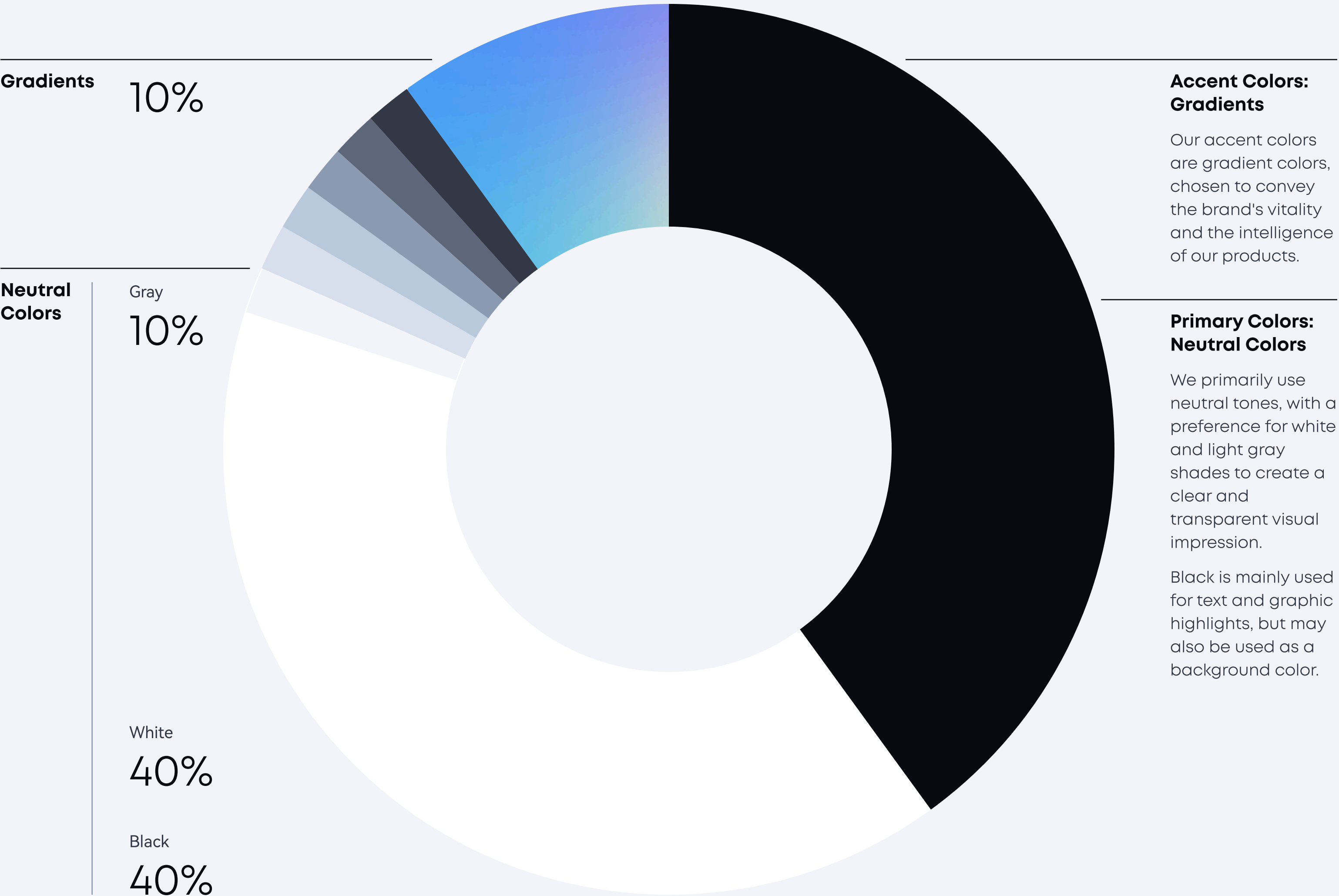
Gradient Colors: 10%

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



Accent Colors: Gradients

Our accent colors are gradient colors, chosen to convey the brand's vitality and the intelligence of our products.

Primary Colors: Neutral Colors

We primarily use neutral tones, with a preference for white and light gray shades to create a clear and transparent visual impression.

Black is mainly used for text and graphic highlights, but may also be used as a background color.