

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.



Seek
Ultimate



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



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Ultimate



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



Seek
Ultimate



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



Seek
Ultimate



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



Seek
Ultimate



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



Seek
Ultimate



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