

# 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.

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

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

**Neutral Colors**  
**80%**

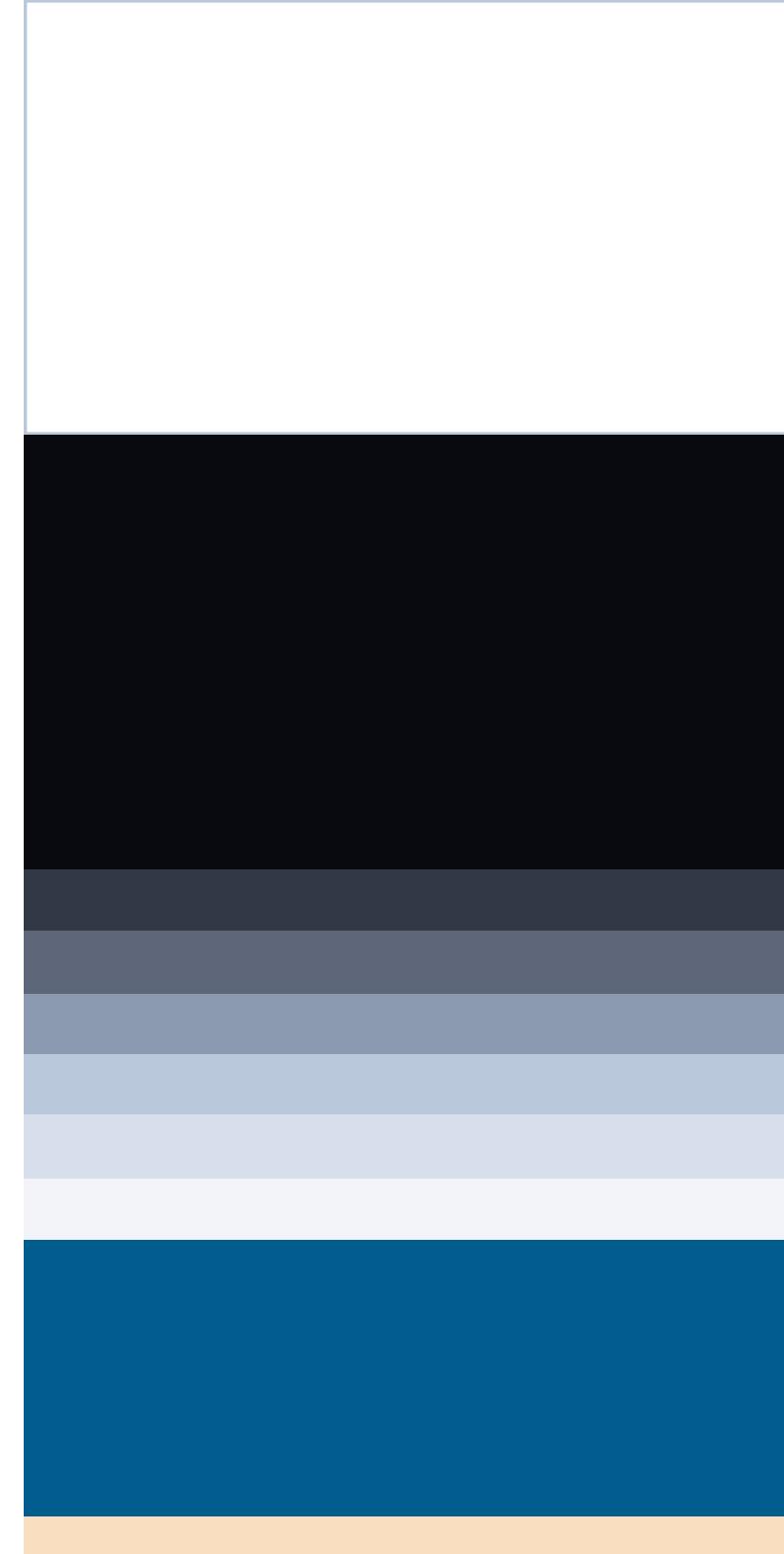
**Brand Colors**  
**18%**

**Secondary Colors**  
**2%**

**Anker**



**eufy**



**soundcore**

