

Unified Brand Color Palette

Neutral Colors

Continuing the blue-gray neutral tone of the company's brand, this palette expresses the technological innovation and forward-thinking identity of Anker Innovations as a global smart hardware company. It also ensures visual consistency across domain brands.



Multi-Colors

These colors symbolize the dispersion of light, reflecting the shared values of Anker Innovations—Inspiration, Coexistence, and Integration. Domain brands may adopt different hues as reference to meet individualized and differentiated needs.

Purple 1	Blue 1	Green 1	Lime 1	Orange 1
Purple 2	Blue 2	Green 2	Lime 2	Orange 2
Purple 3	Blue 3	Green 3	Lime 3	Orange 3
Purple 4	Blue 4	Green 4	Lime 4	Orange 4
Purple 5	Blue 5	Green 5	Lime 5	Orange 5
Purple 6	Blue 6	Green 6	Lime 6	Orange 6

Note: The multi-color palette can be expanded to the full color spectrum. Domain brands may add or remove hue categories as needed, but adjustments must be coordinated with the corporate brand team.