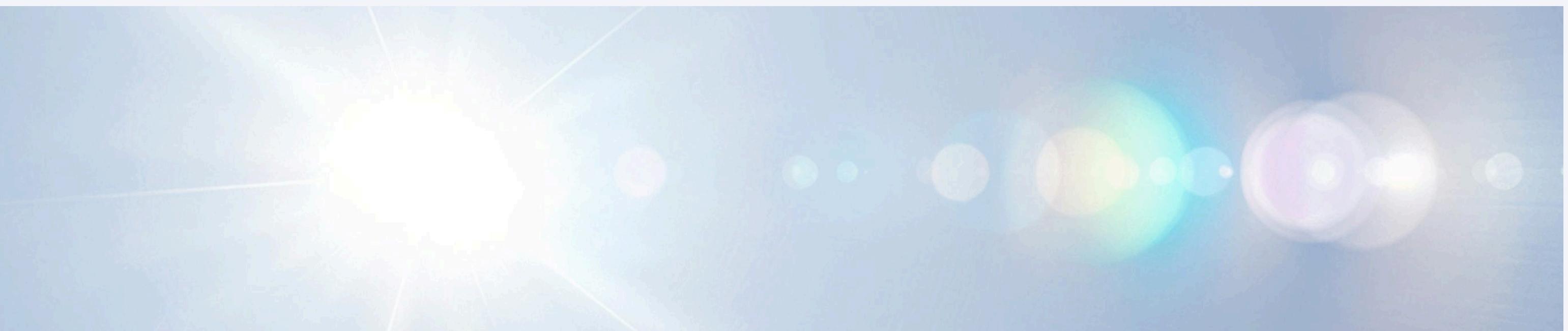# Color System Overview

The brand symbol of "light" serves as a metaphor for the Anker spirit and is a crucial vehicle for communication with our users. Our color system is directly derived from this concept. The clear, pure, almost colorless main light symbolizes "Ultimate Innovation," while the naturally vibrant, gradient color splashes represent "Igniting Possibilities."

Therefore, our color system comprises two key components: neutral colors and gradient colors. These are dynamically combined to convey the brand's aesthetic and philosophy.

Color Inspiration

Neutral Colors

Our primary colors are greys with tints of blue. This choice conveys Anker's identity as a global consumer electronics and smart devices company, emphasizing technological sophistication and a cutting-edge aesthetic. It also builds upon the established market perception associated with the color blue.

Gradient Color

Accent colors use gradients to express energy and creativity. These also reflect the flexibility and alignment of our domain brands.