

# Palette Usage Guidelines



**ansrsource**  
Learn Toward Tomorrow™

## Palette Summary

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DA3C04	F26902	F8B50C
003366	127295	21A3B1
2C2F30	8C8C8C	EAEAEA

**ansrsource's** color palette is thoughtfully designed to encapsulate the company's core values, brand image, and strategic approach. It uses a harmonious blend of colors to convey integrity, collaboration, continuous learning, and excellence while also presenting a professional, innovative, and modern image. This alignment ensures that every visual element communicates **ansrsource's** dedication to being a trusted, innovative L&D partner.

# Core Values

## Core Values

# **ansrsource Core Value: Integrity**

**Associated Brand Color: Dark Orange**



DA3C04

- Primary brand color, prominently featured in logos and key visual elements. This dark orange is an important aspect of **ansrsource**'s identity.
- Dark orange conveys enthusiasm, energy, and creativity, which aligns with the integrity **ansrsource** brings to its innovative solutions. This color signifies a strong, trustworthy foundation.

## Core Values

# **ansrsource Core Value: Collaboration**

**Associated Brand Color: Teal**



127295

- Secondary brand color to use for featured elements, highlights, and accents.
- Teal is associated with communication and clarity, essential for fostering effective collaboration. It reflects **ansrsource's** commitment to working closely with clients and partners. This shade of teal is deep and subdued, conveying professionalism and trust, giving a sophisticated edge.

## Core Values

# **ansrsource Core Value: Continuous Learning**

**Associated Brand Color: Light Teal**



**21A3B1**

- Secondary brand color to use for backgrounds, section dividers, and subtle highlights.
- Light teal represents calm, focus, and intelligence, embodying the continuous learning ethos of **ansrsource**. It suggests an open, adaptive approach to knowledge and growth.

## Core Values

# **ansrsource Core Value: Excellence**

**Associated Brand Colors: Charcoal and Light Gray**



2C2F30

8C8C8C

- Use for text, backgrounds, and neutral elements.
- Charcoal and light gray provide a professional, high-quality appearance, ensuring readability and sophistication. They reflect **ansrsource's** dedication to excellence and precision.

# Brand Identity Elements

## Brand Identity Elements

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003366

### **Brand Identity Element: Professionalism and Reliability**

**Associated Brand Color:**  
**Midnight Blue**

- Use for titles, headers, and key text elements.
- Midnight blue signifies depth, stability, and trust, essential attributes for a professional and reliable brand image.

## Brand Identity Elements

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### Brand Identity Element: Innovation and Creativity

Associated Brand Colors: **Dark Orange**, **Bright Orange**, and **Yellow**

- Use for accents, buttons, and call-to-action elements.
- The combination of dark orange and bright orange adds vibrancy, dynamism, and a forward-thinking approach, highlighting **ansr**source's innovative and creative solutions. The yellow is warm and inviting, signifying optimism and clarity in the brand, making the brand more approachable.

## Brand Identity Elements

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21A3B1

### Brand Identity Element: Modern and Accessible Design

**Associated Brand Colors:**  
**Teal** and **Light Teal**

- Use for secondary highlights and accents.
- These colors bring a modern touch to the brand, ensuring the design is fresh, engaging, and accessible, aligning with **ansr**source's mission to make learning inclusive and effective.

## Brand Identity Elements

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2C2F30

### Brand Identity Element: Depth of Expertise

**Associated Brand Colors:**  
**Midnight Blue** and **Charcoal**

- Use for major text and structural elements.
- These colors represent the depth of knowledge and expertise **ansrsource** brings to its clients, establishing credibility and authority.

## Brand Identity Elements

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DA3C04

F26902

### Brand Identity Element: Engagement and Interaction

Associated Brand Colors: **Dark Orange** and **Bright Orange**

- Use for key elements like icons, bullets, and interactive features.
- The dark orange color draws attention and encourages interaction, reflecting **ansr**source's focus on engaging and impactful learning experiences. The bright orange further enhances visibility and engagement, making interactive elements more dynamic.

## Brand Identity Elements

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### Brand Identity Element: Future-Forward Approach

Associated Brand Colors: **Teal** and  
**Light Teal**

- Use for backgrounds and accent elements.
- These colors signify a forward-looking perspective, emphasizing **ansrsource's** commitment to preparing organizations for the future with innovative learning strategies.

# Color Harmony and Proportion

# Color Harmony and Proportion

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Maintaining a balanced use of colors is crucial for a cohesive and professional look. The following guidelines ensure that the **ansr**source color palette is used harmoniously and proportionately across all designs.

A solid dark blue rectangular color swatch.

003366

**Midnight Blue:** Ideal for headings, subheadings, and major text elements. Use this color in about 25% of the design to ensure readability and professionalism.

A solid teal rectangular color swatch.

127295

**Teal:** Suitable for secondary highlights, subheadings, and background elements. Maintain usage around 15% for a modern and balanced look.

Two adjacent rectangular color swatches: a dark charcoal gray on the left and a light gray on the right.

21A3B1

8C8C8C

**Charcoal** and **Light Gray:** Use these colors for text, backgrounds, and neutral elements. Charcoal should be around 10% and light gray around 10% to ensure a clean and readable design.

# Color Harmony and Proportion

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DA3C04

**Dark Orange:** Use this color for key elements such as logos, primary buttons, and major highlights. Limit usage to around 10% to maintain visual impact without overwhelming.



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**Bright Orange:** Use sparingly for accents, call-to-actions, and elements that need to draw immediate attention. Keep usage to about 10% to avoid visual overload.



F8B50C

21A3B1

**Yellow and Light Teal:** Use these colors for subtle highlights, icons, and secondary accents. Each should be used sparingly, around 5% each, to add a touch of vibrancy without detracting from the main colors.

**White (FFFFFF):** Use as the primary background color to provide a neutral base for other colors. This should account for about 70% of the background area.

## Accessibility and Inclusion

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- ✓ **Contrast Ratios:** Ensure all text and important elements meet WCAG 2.1 AA standards for contrast. (See [ansrsource](#) “Brand Application Guidelines” for specific instructions and examples.)
- ✓ **Color Blindness:** Use patterns or textures in addition to color. Avoid relying solely on color to convey meaning.
- ✓ **Font and Text:** Use dark text on light backgrounds or light text on dark backgrounds. Avoid small font sizes and use clear fonts.



In case of any queries, please reach out to

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