

Palette Usage Guidelines



Palette Summary

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



- 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

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

DA3C04

F26902

F8B50C

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 **ansrsource**'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



127295



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 **ansrsource's** mission to make learning inclusive and effective.

Brand Identity Elements

003366

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

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 **ansrsource**'s focus on engaging and impactful learning experiences. The bright orange further enhances visibility and engagement, making interactive elements more dynamic.

Brand Identity Elements



127295



21A3B1

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

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

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.

127295

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

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

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.

F26902

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

-  **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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