

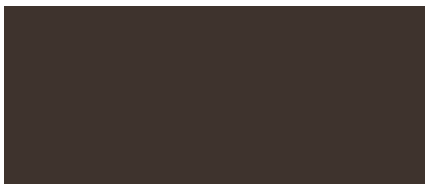





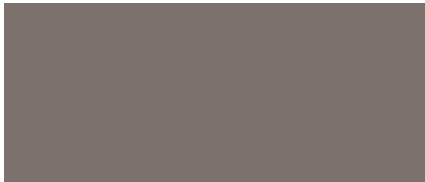

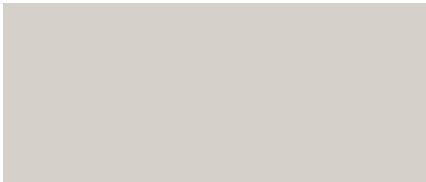


Our proprietary colors emphasize the energy and strength of the Insight brand. The primary color palette includes five colors from the red/violet spectrum that vary in value but are related in tone. They’re contrasted by a warm gray that elevates the palette to create an approachable yet professional brand.

A secondary palette is available when needed but should be used in limited quantity as accents to a layout (web buttons, graphic lines, etc.).

When selecting colors for your layout, make sure the primary palette is prominent over the secondary palette. To achieve the correct balance, use an 85/15 rule, where 85% of color use comes from the primary and 15% from the secondary palette.

Each color in the palette is accompanied by its Pantone®, CMYK, RGB and hexadecimal values to facilitate accurate reproduction across different types of media.

To ensure the consistency and memorability of the brand, always use the color formulas listed here for all touchpoints.

PRIMARY PALETTE																								
																								
Spot	412 C				Spot	7636 C				Spot	199 C													
CMYK	C060	M064	Y068	K059	CMYK	C000	M100	Y045	K012	CMYK	C000	M100 Y072 K000												
RGB	R62	G51	B45		RGB	R211	G12	B85		RGB	R237	G25 B68												
Web	#3E332D				Web	#D30C55				Web	#ED1944													
																								
Spot	233 C				Spot	241 C				Spot	269 C													
CMYK	C012	M100	Y000	K000	CMYK	C030	M100	Y002	K002	CMYK	C079	M100 Y020 K010												
RGB	R212	G14	B140		RGB	R176	G28	B135		RGB	R88	G40 B115												
Web	#D40E8C				Web	#B01C87				Web	#582873													
SECONDARY PALETTE																								
																								
Spot	WarmGray 8 C				Spot	WarmGray 5 C				Spot	WarmGray 2 C			Spot	7688 C		Spot	292 C						
CMYK	C017	M024	Y025	K049	CMYK	C011	M013	Y016	K032	CMYK	C006	M007	Y010	K011	CMYK	C067	M033	Y000	K000	CMYK	C059	M011	Y000	K000
RGB	R125	G114	B109		RGB	R163	G157	B153		RGB	R212	G208	B202		RGB	R79	G147	B217		RGB	R87	G181	B230	
Web	#7D726D				Web	#A39D99				Web	#D4D0CA			Web	#4F93D9		Web	#57B5E6						