

Color

Primary palette

Aside from our logo, Ideon magenta is our most recognizable brand asset.

Ideon magenta was selected to build a unique brand image, and is applicable in all visual communications and touchpoints.

Every project starts with the primary palette.

IDEON 1.1

HEX Code: #FF00FF

RGB: 255, 0, 255

CMYK: 0, 100, 0, 0

PMS: 239 C

IDEON 1.2

HEX Code: #3B003B

RGB: 59, 0, 59

CMYK: 50, 100, 0, 75

PMS: 525 C

IDEON 1.3

HEX Code: #890089

RGB: 137, 0, 137

CMYK: 0, 100, 0, 46

PMS: 249 C

IDEON 1.4

HEX Code: #FF89FF

RGB: 255, 137, 255

CMYK: 0, 46, 0, 0

PMS: 245 CC

IDEON 1.5

HEX Code: #FFD8FF

RGB: 255, 216, 255

CMYK: 0, 15, 0, 0

PMS: 243 C

Color

Secondary palette

The Ideon secondary colors should be used in conjunction with the Ideon primary palette. These bright, cool tones are best used with restraint, never as the main color of any main communication. Small uses help to direct the eye to important info.

For example, the Ideon website uses the Ideon 2.5 color for all key call-to-actions.

IDEON 2.1

HEX Code: #1B02A3
RGB: 27, 2, 163
CMYK: 100, 93, 1, 0
PMS:

IDEON 2.2

HEX Code: #5319FB
RGB: 83, 25, 251
CMYK: 86, 79, 0, 0

IDEON 2.3

HEX Code: #006AF9
RGB: 0, 106, 249
CMYK: 87, 60, 0, 0

IDEON 2.4

HEX Code: #00C0F9
RGB: 0, 192, 249
CMYK: 77, 0, 0, 0

IDEON 2.5

HEX Code: #00FFFF
RGB: 0, 255, 255
CMYK: 73, 0, 19, 0