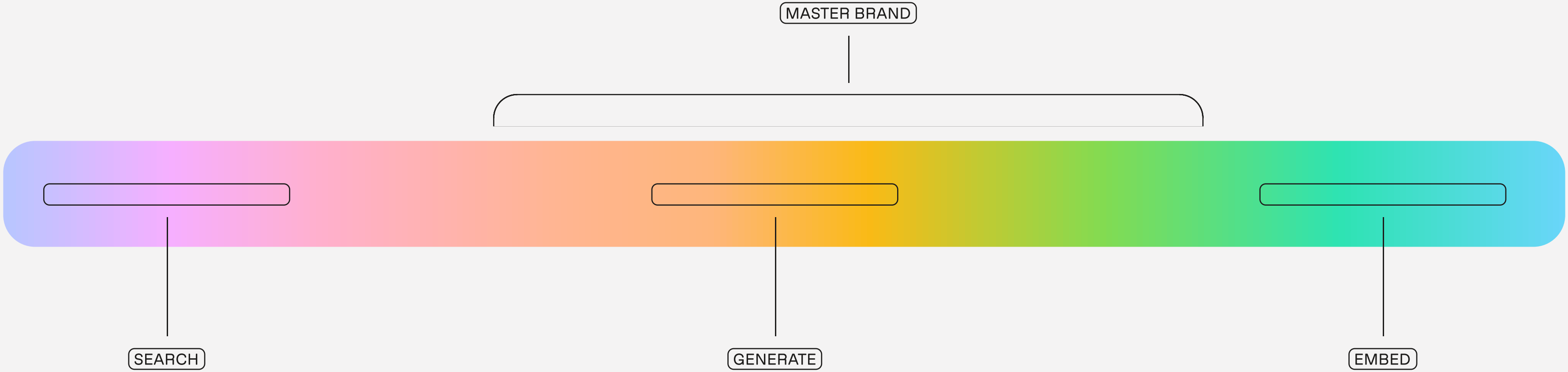


Color

02

Color story

Our brand is rooted in video—a medium rich in color and depth. To reflect this, we use the LCH color space to balance and unite the color spectrum. This approach ensures our palette is vibrant yet consistent.



Masterbrand Color

Our masterbrand colors are a selected segment of our full brand spectrum, with green as the dominant color.

CHALK

#F4F3F3

RGB 244, 243, 243

CMYK 1, 1, 1, 1

FOG

#ECECEC

RGB 236, 236, 236

CMYK 5, 5, 5, 0

PMS WARM GREY 1C

SMOKE

#D3D1CF

RGB 211, 209, 207

CMYK 20, 20, 20, 0

PMS WARM GREY 3C

ASH

#8F8984

RGB 143, 137, 132

CMYK 35, 34, 39, 15

PMS WARM GREY 7C

SHADOW

#45423F

RGB 69, 66, 63

CMYK 46, 47, 50, 30

PMS 411C

CHARCOAL

#1D1C1B

RGB 29, 28, 27

CMYK 53, 56, 45, 87

PMS 412C

GREEN

#60E21B

RGB 96, 226, 27

CMYK 30, 0, 100, 0

PMS 3507C

ORANGE

#FABA17

RGB 250, 186, 23

CMYK 0, 49, 96, 0

PMS 1495C

PEACH

#FFB592

RGB 255, 181, 146

CMYK 0, 45, 29, 0

PMS 3572C

PINK

#FFB0CD

RGB 255, 176, 205

CMYK 1, 44, 0, 0

PMS 210C

DARK GREEN

#30710E

RGB 48, 113, 14

CMYK 58, 0, 100, 35

PMS 2278C

LIGHT GREEN

#BFF3A4

RGB 191, 243, 164

CMYK 16, 0, 31, 0

PMS 2274C

DARK ORANGE

#7D5D0C

RGB 125, 93, 12

CMYK 0, 64, 100, 32

PMS 160C

LIGHT ORANGE

#FDE3A2

RGB 253, 227, 162

CMYK 0, 15, 31, 0

PMS 2015C

DARK PEACH

#805B49

RGB 128, 91, 73

CMYK 9, 71, 59, 26

PMS 7524C

LIGHT PEACH

#FFD3BE

RGB 255, 211, 190

CMYK 0, 22, 20, 0

PMS 489C

DARK PINK

#805867

RGB 128, 88, 103

CMYK 30, 57, 15, 9

PMS 2054C

LIGHT PINK

#FFDFEB

RGB 255, 223, 235

CMYK 0, 14, 0, 0

PMS 2050C

MASTER BRAND GRADIENT

Our secondary colors are assigned to specific product features, with each product having one dominant hue and one supporting hue. The dominant hue represents the product, while the supporting hue enriches the palette for our product thread renders and diagrams.

PURPLE (SEARCH)
#F6AFFF
RGB 246, 175, 255
CMYK 14, 35, 0, 0
PMS 2562C

DARK LAVENDER
#60627F
RGB 96, 98, 127
CMYK 67, 63, 15, 21
PMS 5275C

DARK PURPLE
#7B5880
RGB 123, 88, 128
CMYK 43, 68, 17, 19
PMS 5135C

LAVENDER
#A7ABFF
RGB 167, 171, 255
CMYK 63, 37, 0, 0
PMS 2452C

PURPLE
#F6AFFF
RGB 246, 175, 255
CMYK 14, 35, 0, 0
PMS 2562C

LIGHT LAVENDER
#DBD9FF
RGB 219, 217, 255
CMYK 19, 7, 0, 0
PMS 657C

LIGHT PURPLE
#FBDFFF
RGB 251, 223, 255
CMYK 1, 22, 0, 0
PMS 517C

ORANGE (GENERATE)
#FABA17
RGB 250, 186, 23
CMYK 0, 49, 96, 0
PMS 1495C

DARK PEACH
#805B49
RGB 128, 91, 73
CMYK 9, 71, 59, 26
PMS 7524C

DARK ORANGE
#7D5D0C
RGB 125, 93, 12
CMYK 0, 64, 100, 32
PMS 160C

PEACH
#FFB592
RGB 255, 181, 146
CMYK 0, 45, 29, 0
PMS 3572C

ORANGE
#FABA17
RGB 250, 186, 23
CMYK 0, 49, 96, 0
PMS 1495C

LIGHT PEACH
#FFD3BE
RGB 255, 211, 190
CMYK 0, 22, 20, 0
PMS 489C

LIGHT ORANGE
#FDE3A2
RGB 253, 227, 162
CMYK 0, 15, 31, 0
PMS 2015C

BLUE (EMBED)
#6CD5FD
RGB 108, 213, 253
CMYK 60, 0, 2, 0
PMS 637C

DARK GREEN
#30710E
RGB 48, 113, 14
CMYK 58, 0, 100, 35
PMS 2278C

DARK BLUE
#366B7F
RGB 54, 107, 127
CMYK 85, 33, 15, 26
PMS 2392C

GREEN
#60E21B
RGB 96, 226, 27
CMYK 30, 0, 100, 0
PMS 3507C

BLUE
#6CD5FD
RGB 108, 213, 253
CMYK 60, 0, 2, 0
PMS 637C

LIGHT GREEN
#BFF3A4
RGB 191, 243, 164
CMYK 16, 0, 31, 0
PMS 2274C

LIGHT BLUE
#C4EEFE
RGB 196, 238, 254
CMYK 32, 0, 1, 0
PMS 635C

System Color

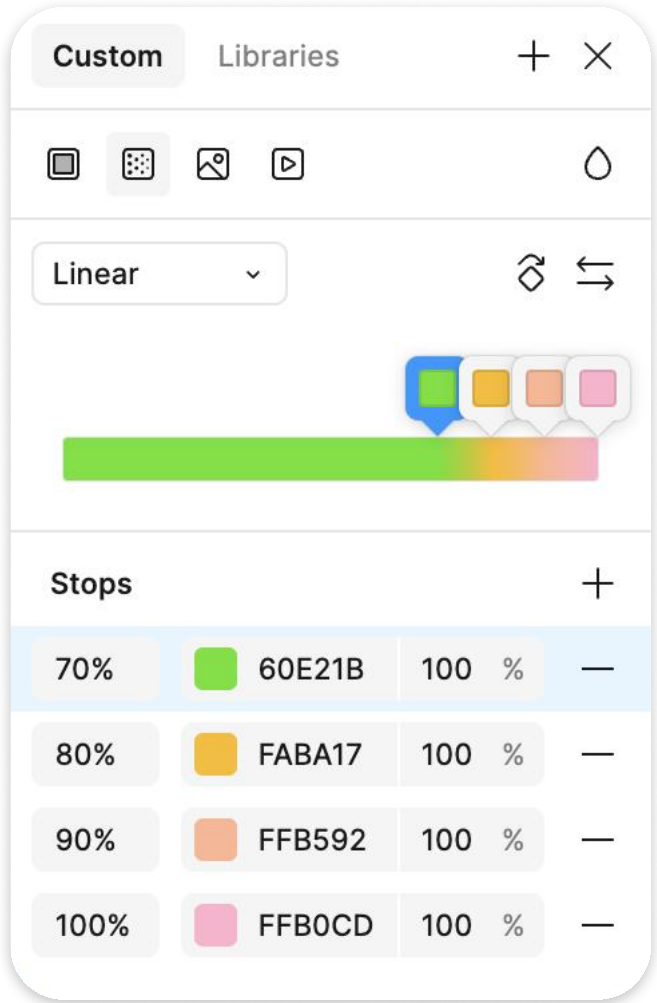
An additional set of system colors—red, orange, green, and blue—supports UI feedback, such as success and error states. Colors with only a HEX and RGB values are for screen use only.

<div>DARK RED (ERROR) #9D422B RGB 157, 66, 43</div>	<div>DARK ORANGE (WARNING) #7D5D0C RGB 125, 93, 12</div>	<div>DARK GREEN (SUCCESS) #30710E RGB 48, 113, 14</div>	<div>DARK BLUE (INFO) #366B7F RGB 54, 107, 127</div>
<div>RED (ERROR) #E22E22 RGB 226, 46, 34</div>	<div>ORANGE (WARNING) #FABA17 RGB 250, 186, 23</div>	<div>GREEN (SUCCESS) #60E21B RGB 96, 226, 27</div>	<div>BLUE (INFO) #6CD5FD RGB 108, 213, 253</div>
<div>LIGHT RED (ERROR) #FFCC00 RGB 255, 204, 192</div>	<div>LIGHT ORANGE (WARNING) #FDE3A2 RGB 253, 227, 162</div>	<div>LIGHT GREEN (SUCCESS) #BFF3A4 RGB 191, 243, 164</div>	<div>LIGHT BLUE (INFO) #C4EEFE RGB 196, 238, 254</div>

Masterbrand Gradient

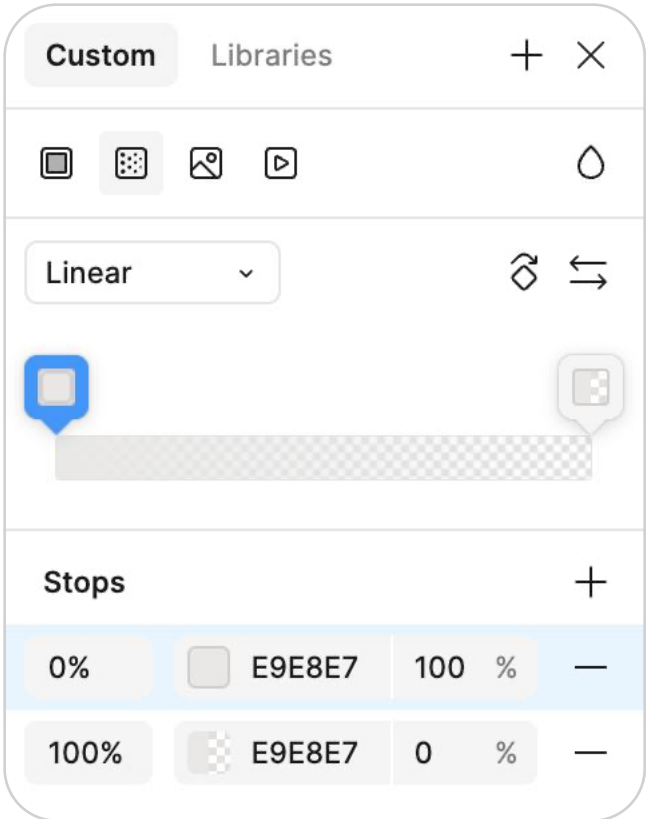
Our masterbrand gradient consists of two layers: the original masterbrand gradient and a grey gradient overlay, which refines saturation and enhances a premium look and feel.

Step 1: Setup the gradient and distribution



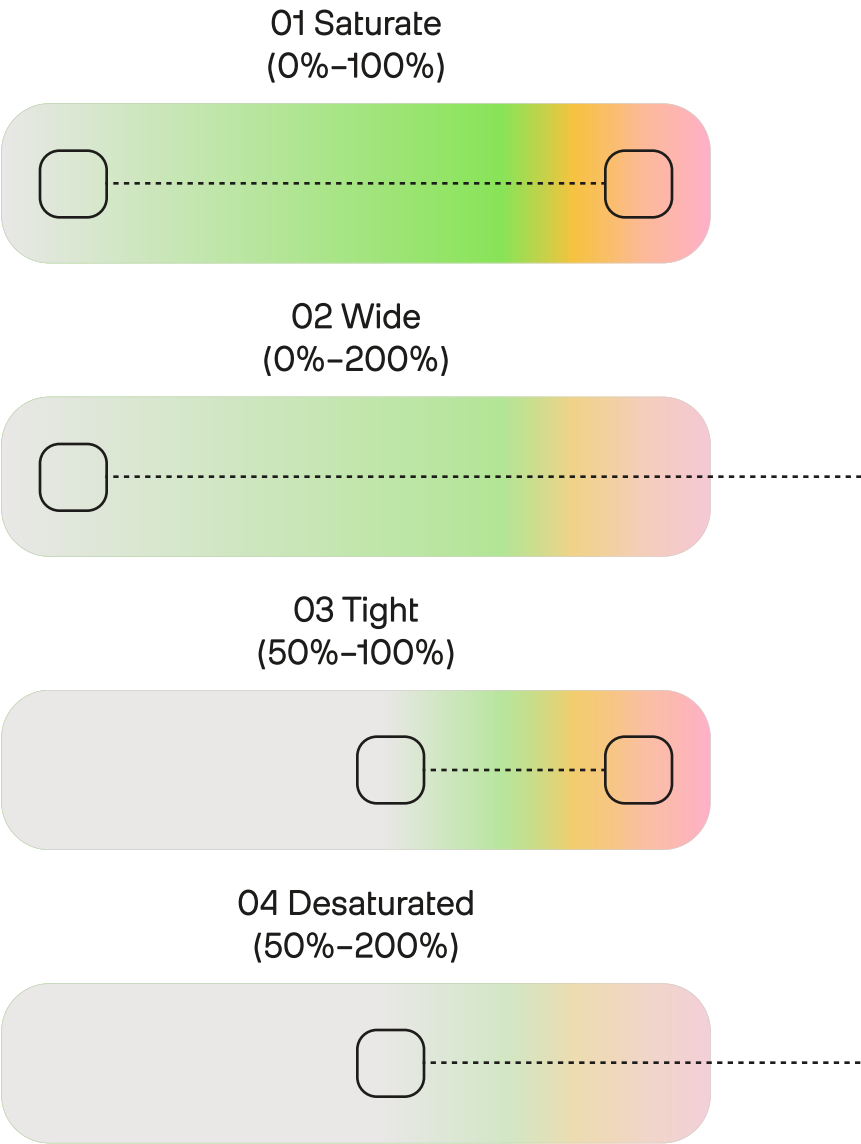
Use the masterbrand palette to define the following values. Green is the leading color in our system, ensuring its prominence in the gradient.

Step 2: Setup the grey overlay




Apply a grey gradient overlay to control saturation and gradient refinement.


Step 3: Tune gradient to desired values




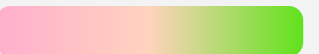
These are just examples of how setting the grey layer values can determine saturation and blending.

Masterbrand primary


#60E21B#FFDFEB#FABA17


#FFDFEB#60E21B#FFD3BE


#805867#60E21B#FDE3A2


#FFBOCD#FFD3BE#60E21B

Masterbrand secondary


#BFF3A4#FABA17#FFDFEB


#30710E#FABA17#FFD3BE


#FABA17#BFF3A4#FFB592


#FDE3A2#FFB592#BFF3A4

Masterbrand tertiary

#7D5D0C#FFB592#FFDFEB


#FFD3BE#FFBOCD#FDE3A2

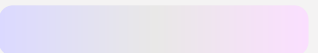
#FFB592#FDE3A2#FFBOCD


#805B49#FFBOCD#BFF3A4

Search primary


#7B5880#A7ABFF#FBDFFF


#FBDFFF#A7ABFF#E9E8E7


#DBD9FF#E9E8E7#FBDFFF


#F6AFFF#DBD9FF#A7ABFF

Search secondary


#E9E8E7#F6AFFF#A7ABFF


#805867#F6AFFF#DBD9FF


#F6AFFF#FBDFFF#A7ABFF


#F0EDF1#F6AFFF#DBD9FF

Generate primary


#F4A680#FFD3BE#FABA17


#FFD3BE#FABA17#E9E8E7

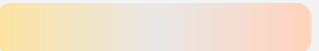
#F4A680#FDE3A2#FABA17


#805B49#FABA17#FFD3BE

Generate secondary


#7D5D0C#F4A680#E9E8E7


#E9E8E7#F4A680#FDE3A2


#FDE3A2#E9E8E7#FFDFEB


#7D5D0C#F4A680#FDE3A2

Embed primary

#BFF3A4#6CD5FD#E9E8E7

#30710E#6CD5FD#BFF3A4

#6CD5FD#BFF3A4#60E21B

#60E21B#C4EEFE#6CD5FD

Embed secondary

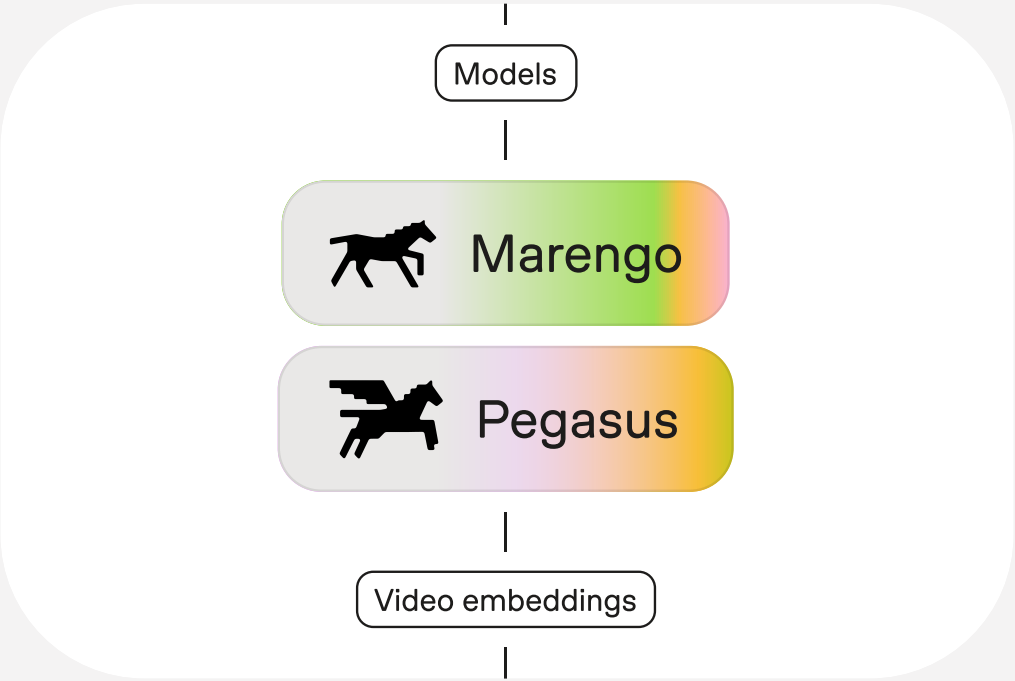
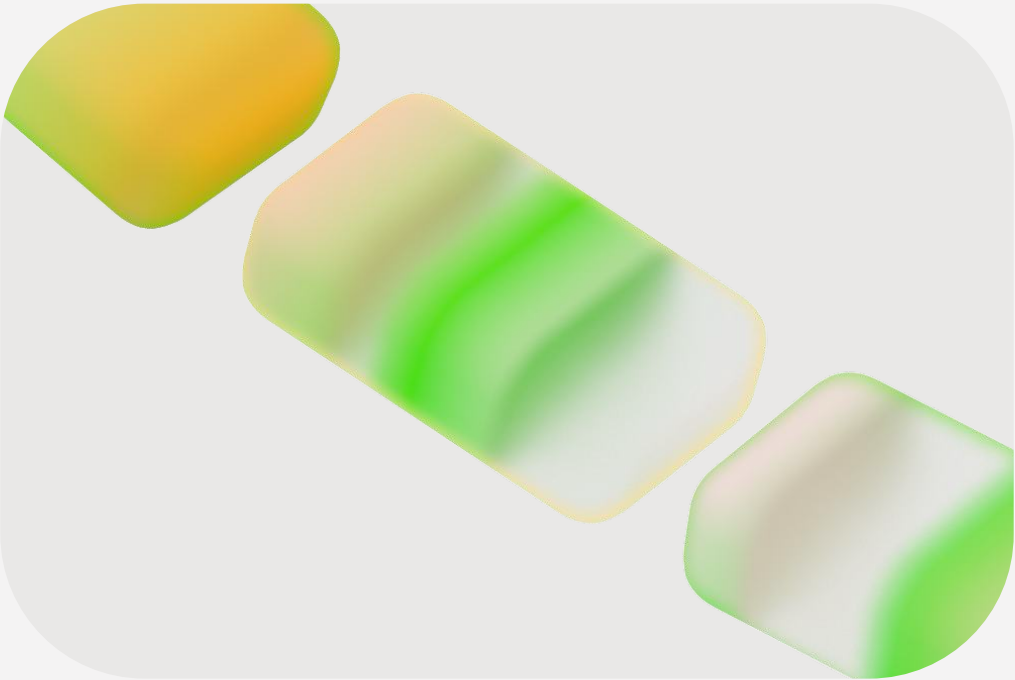
#E9E8E7#60E21B#6CD5FD

#366B7F#60E21B#E9E8E7

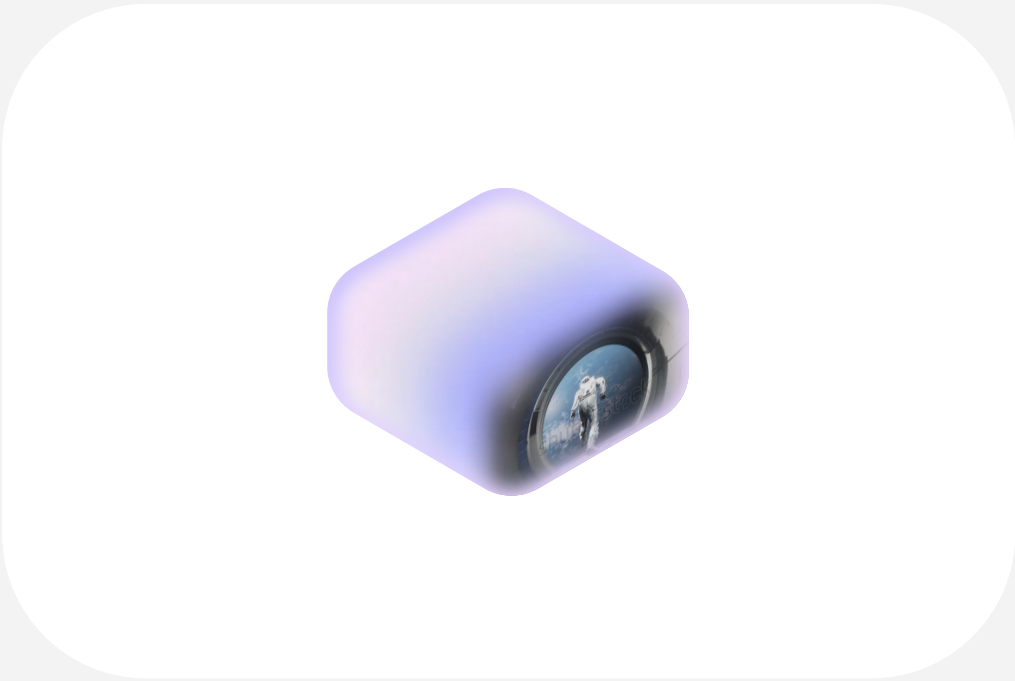
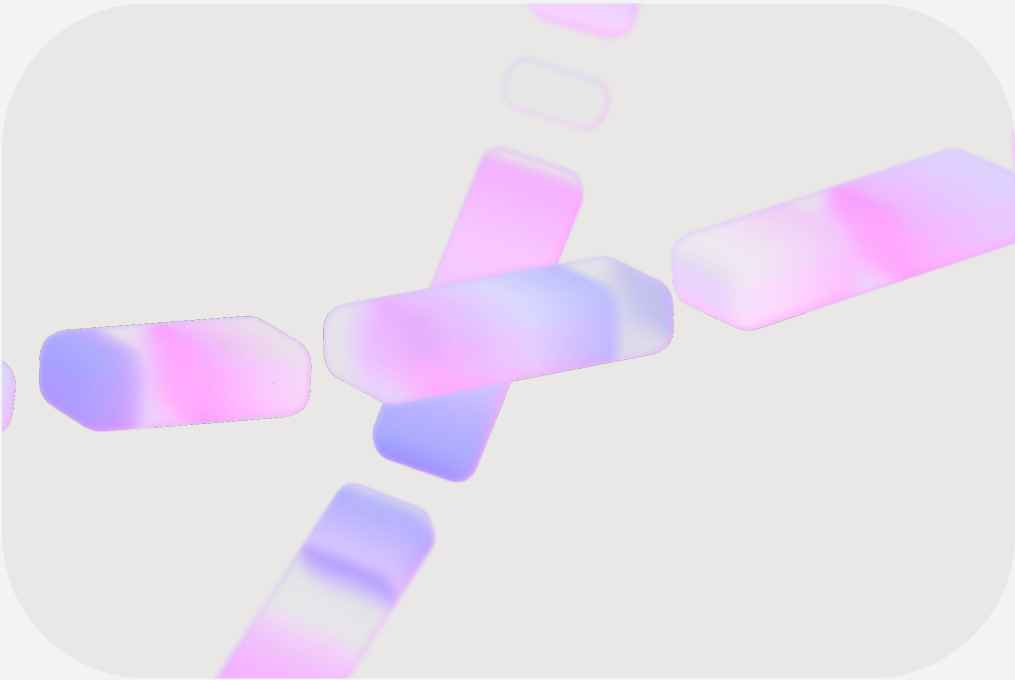
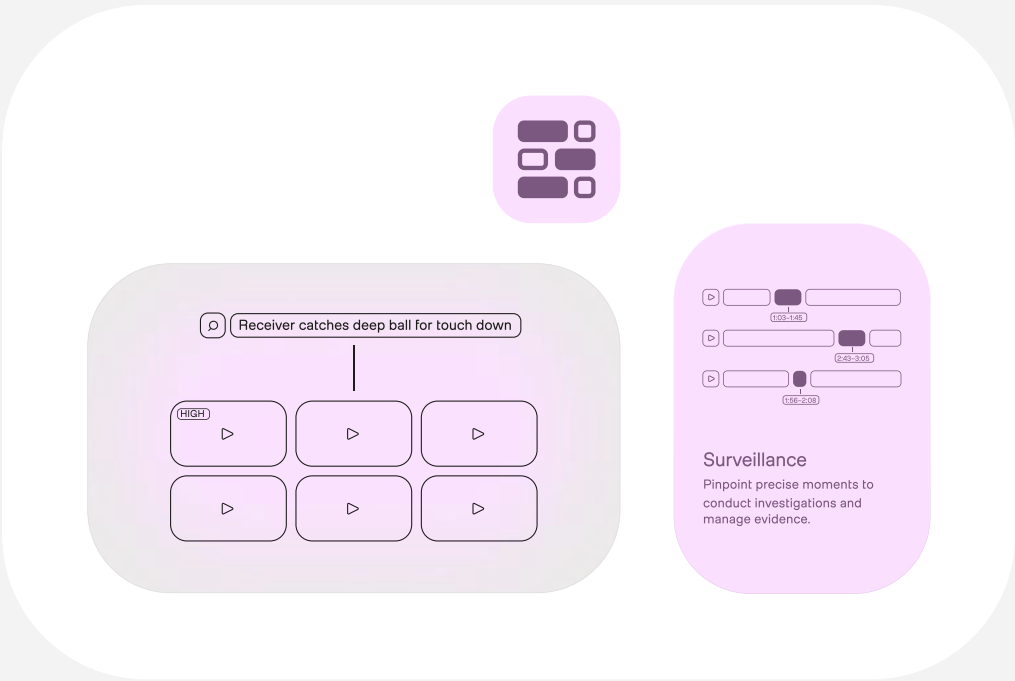
#C4EEFE#E9E8E7#BFF3A4

#366B7F#60E21B#C4EEFE

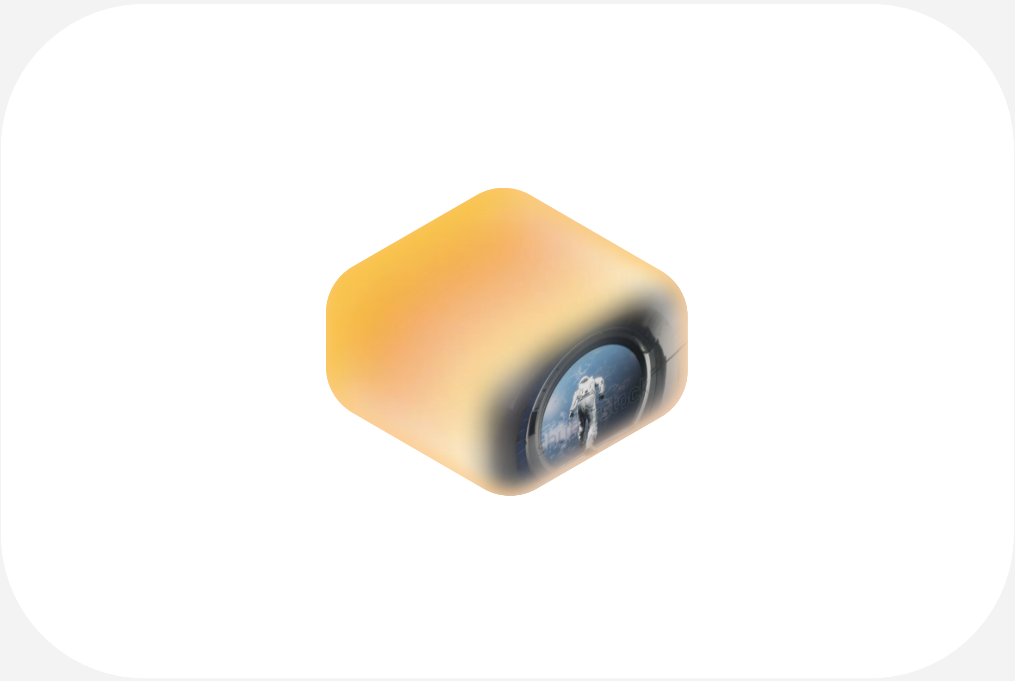
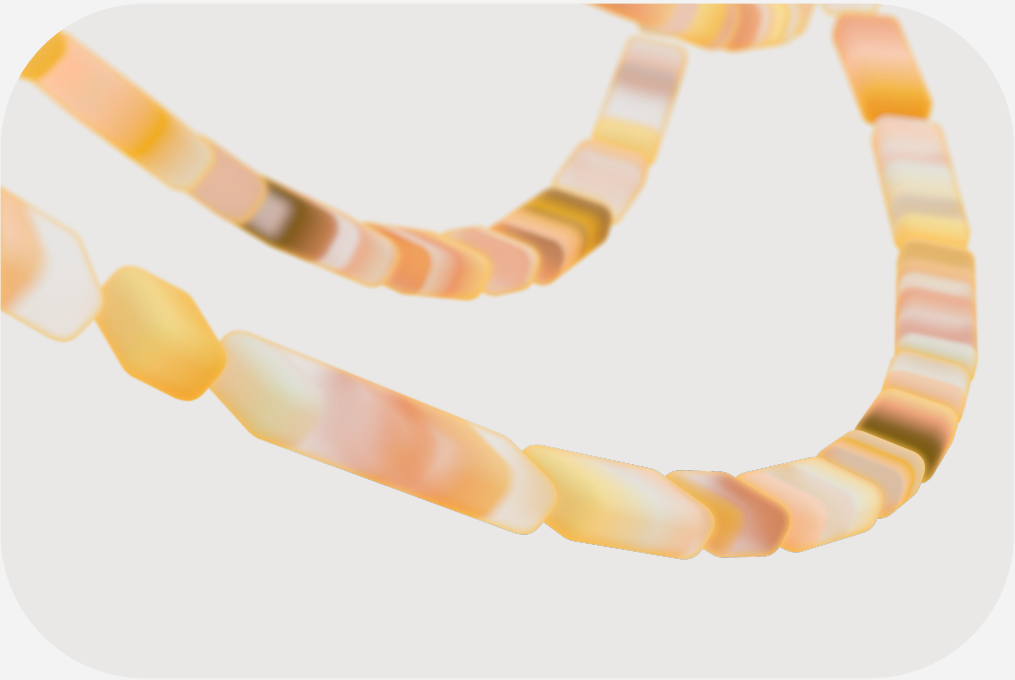
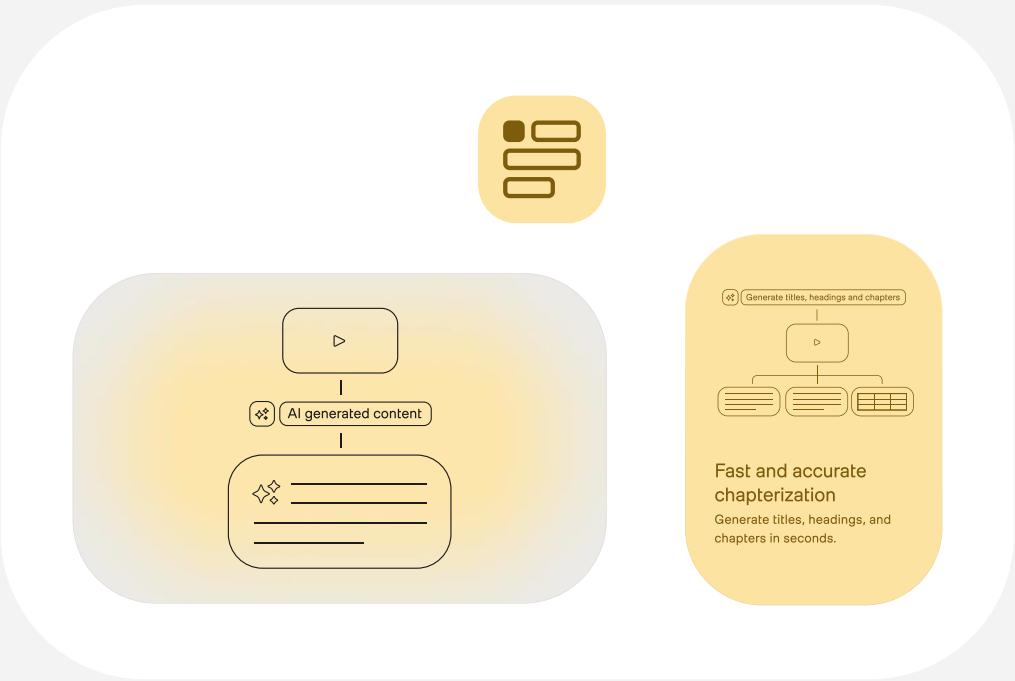
Masterbrand



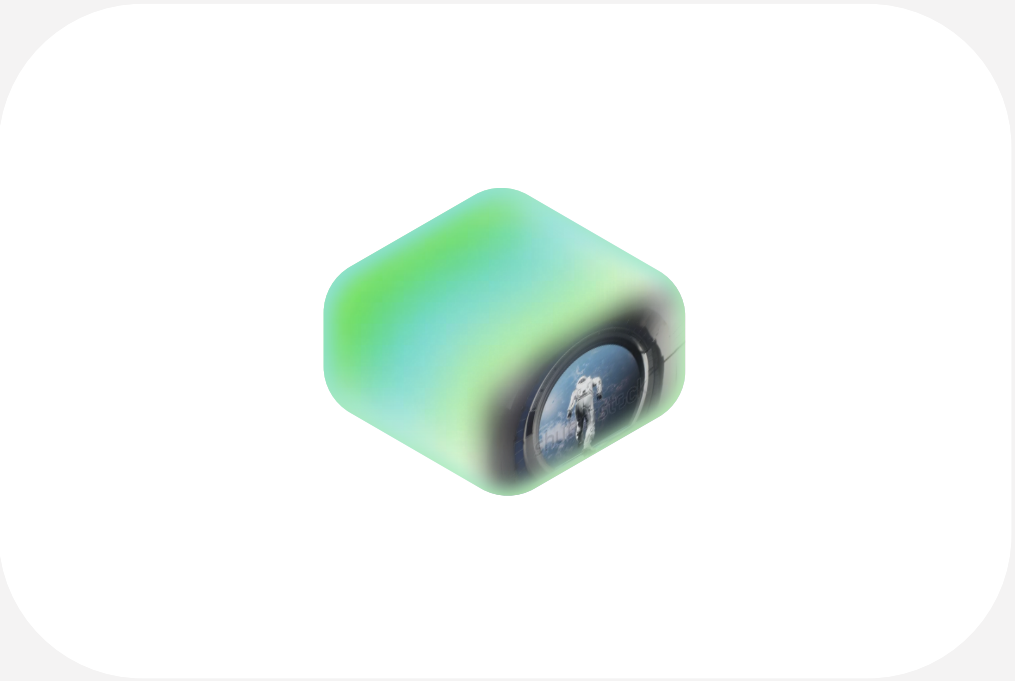
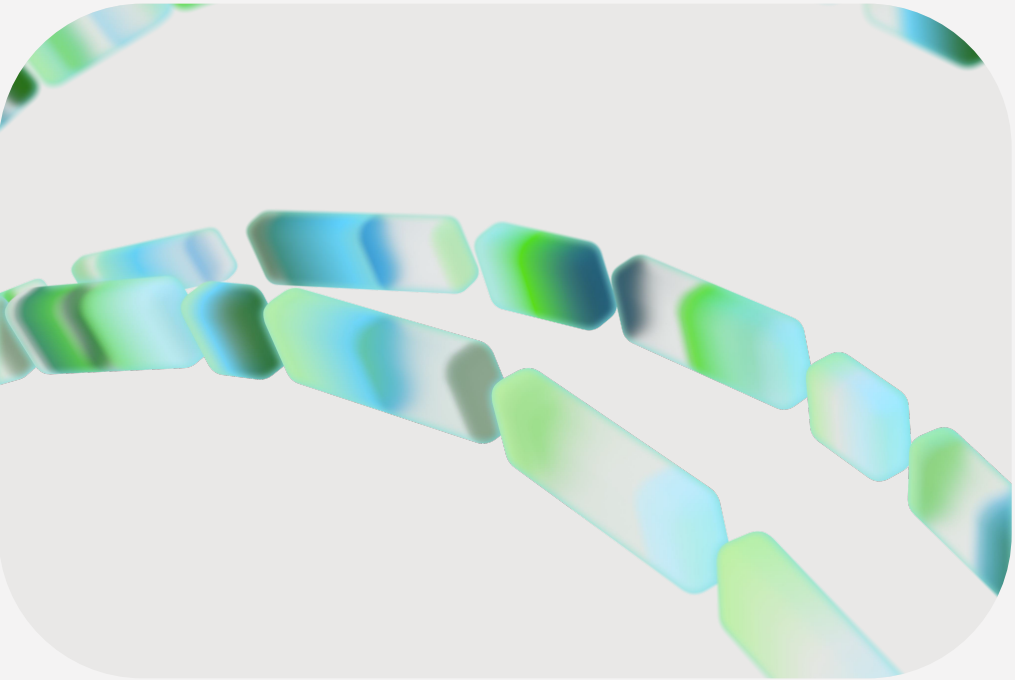
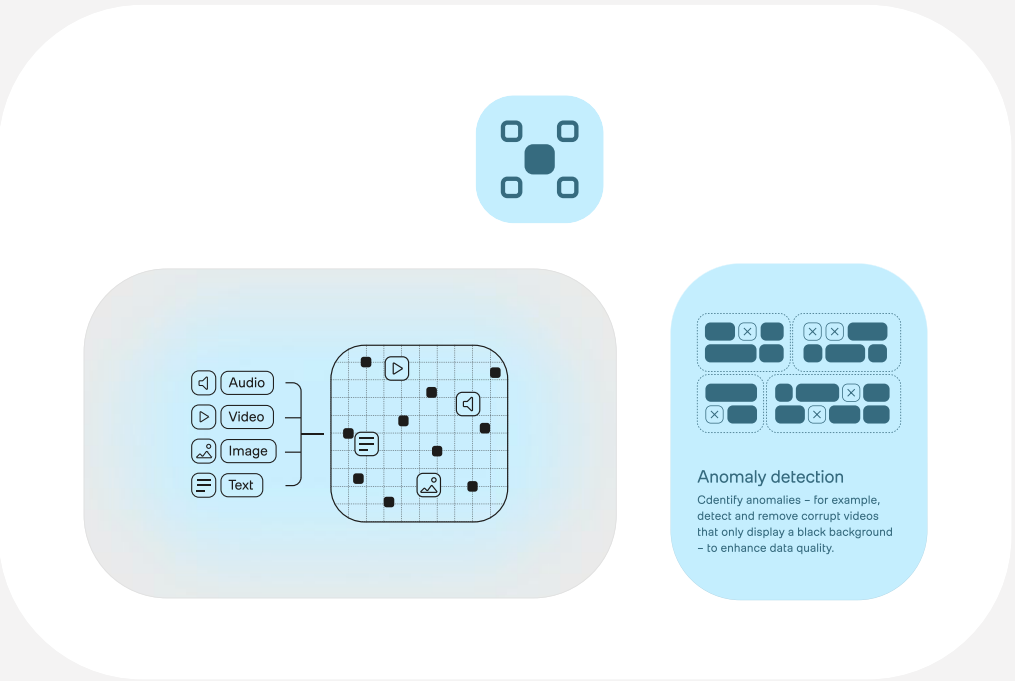
Product – Search



Product – Generate



Product – Embed



The world's
most powerful
video
intelligence
platform.

CHARCOAL

The world's
most powerful
video
intelligence
platform.

CHARCOAL

The world's
most powerful
video
intelligence
platform.

WHITE

The world's
most powerful
video
intelligence
platform.

DUOTONE