Colours
Primary palette

Our colour palette is an important part of our brand.

Our primary palette is composed of a strong purple, vibrant green and supporting whites and greys.

Iress Brand Purple

C 82	R 60
M 97	G 30
Y 36	B 70
K 43	

#3cle46

PANTONE 2627 C
PANTONE 2627 U

Iress Light grey

C 5	R 245
M 4	G 245
Y 4	B 245
K 0	

#f5f5f5

Iress Mid-grey

C 9	R 235
M 7	G 235
Y 7	B 235
K 0	

#ebebeb

Iress Green

C 60	R 33
M 0	G 245
Y 53	B 168
K 0	

#21f5a8

PANTONE 3385 C
PANTONE 3372 U

Iress White

C 0	R 255
M 0	G 255
Y 0	B 255
K 0	

#ffffff

Colours
Secondary palette

You can support the primary palette with a range of secondary colours.

These are particularly useful in infographics and illustrations.

Red

C 0   R 238
M 79   G 83
Y 59   B 84
K 0

#EE5354

Lilac

C 39   R 178
M 49   G 142
Y 0   B 224
K 0

#B28EE0

Salmon

C 0   R 255
M 53   G 153
Y 19   B 168
K 0

#FF99A8

Dark Blue

C 100   R 19
M 88   G 33
Y 44   B 63
K 52

#13213F

Yellow

C 4   R 249
M 13   G 214
Y 80   B 68
K 0

#F9D644

Blue

C 61   R 0
M 0   G 222
Y 8   B 252
K 0

#00DEFC

Black

C 80   R 33
M 67   G 36
Y 56   B 41
K 72

#212429

Dark Green

C 90   R 10
M 48   G 59
Y 63   B 55
K 61

#0A3B37
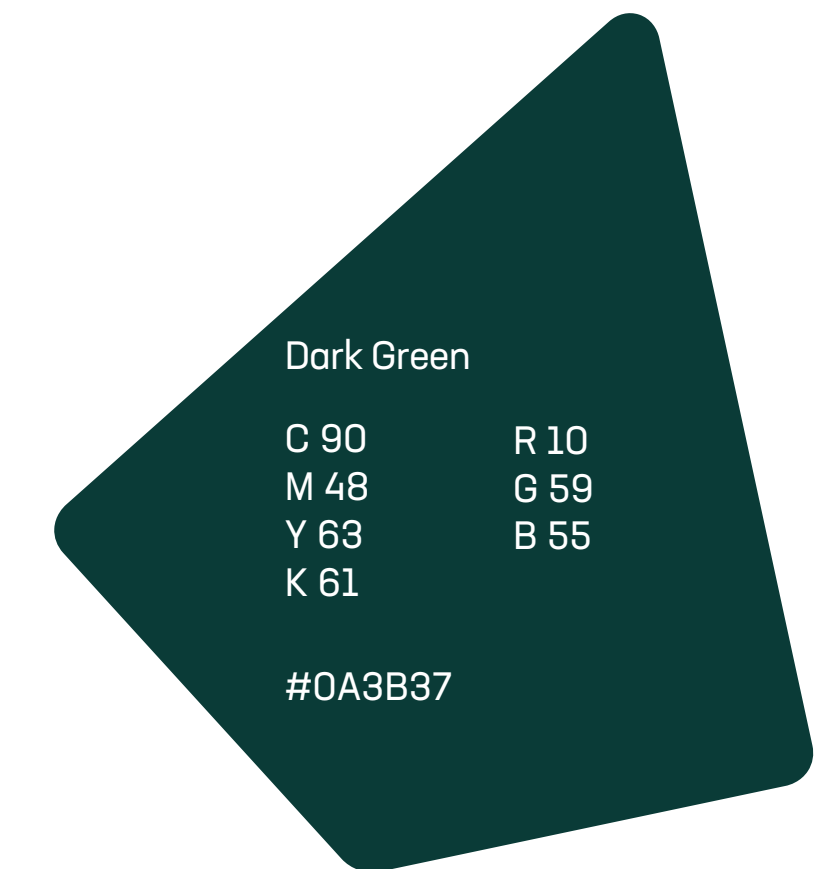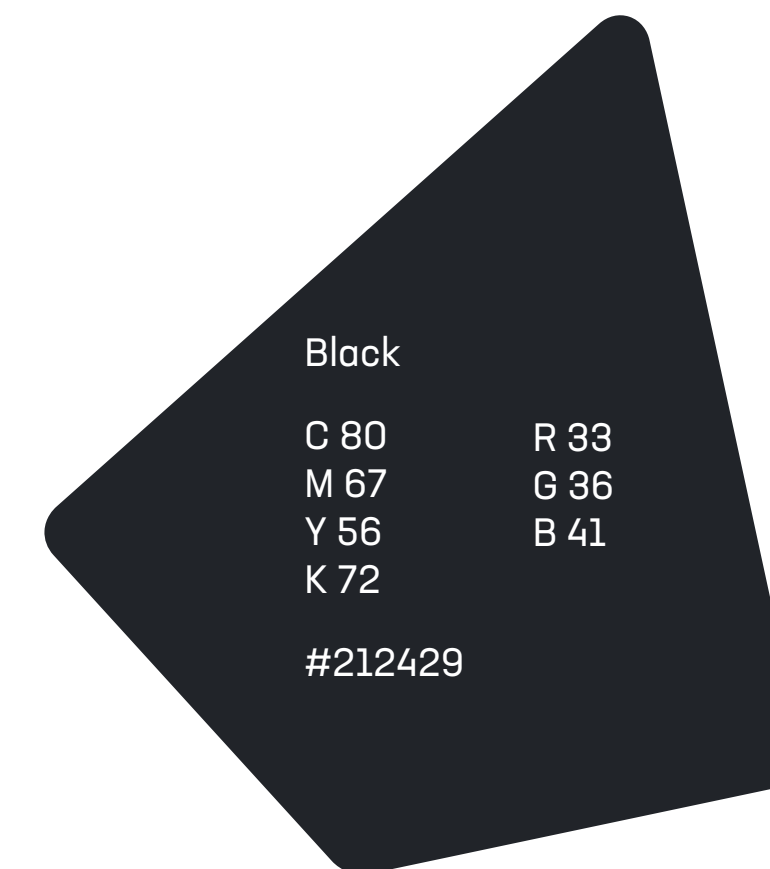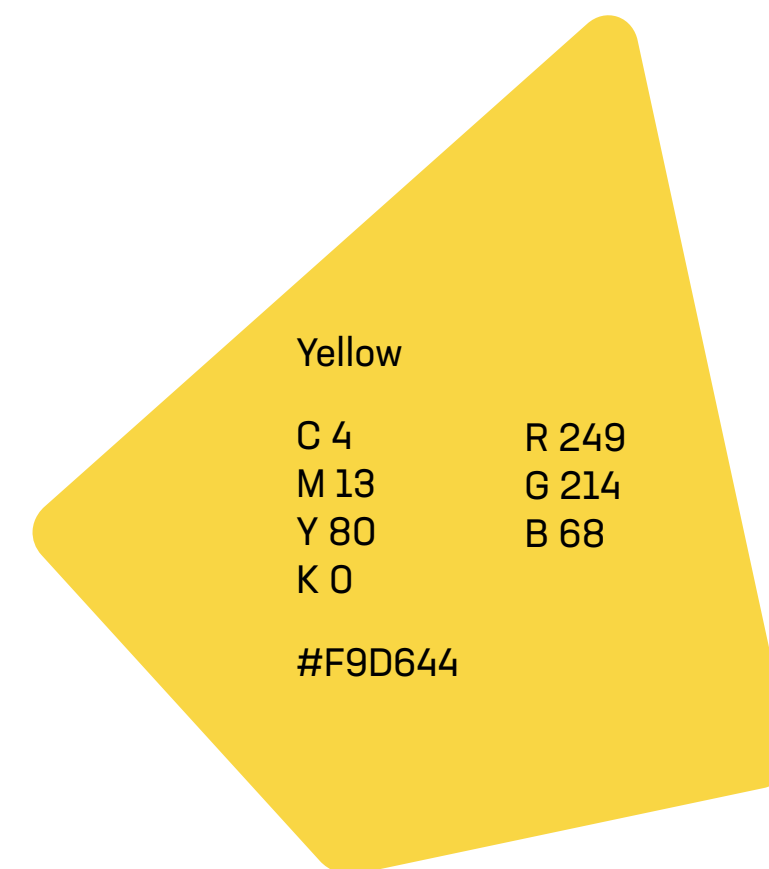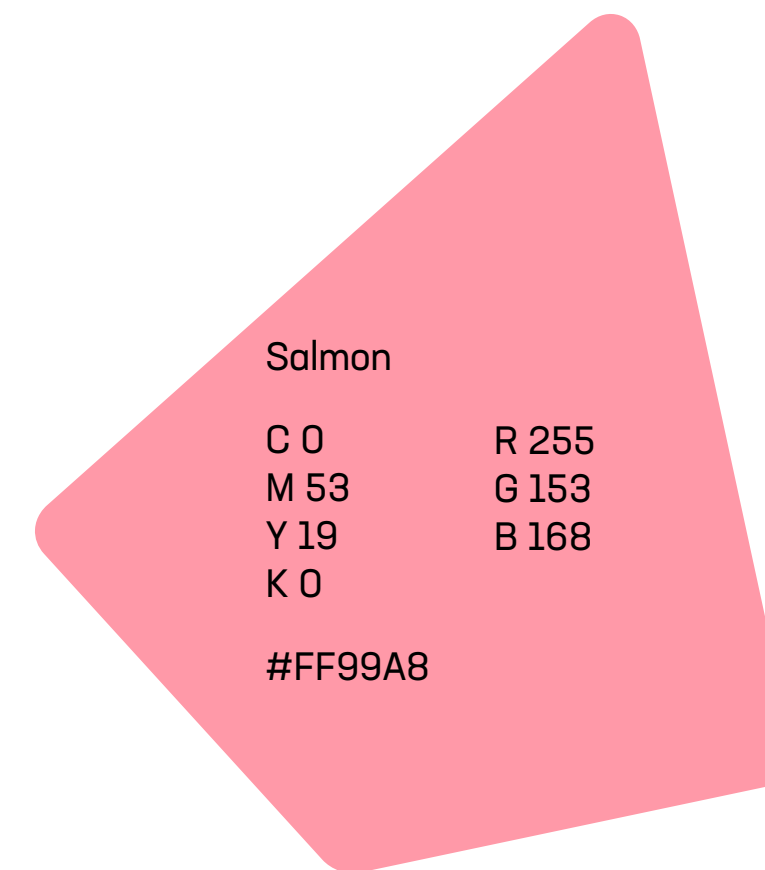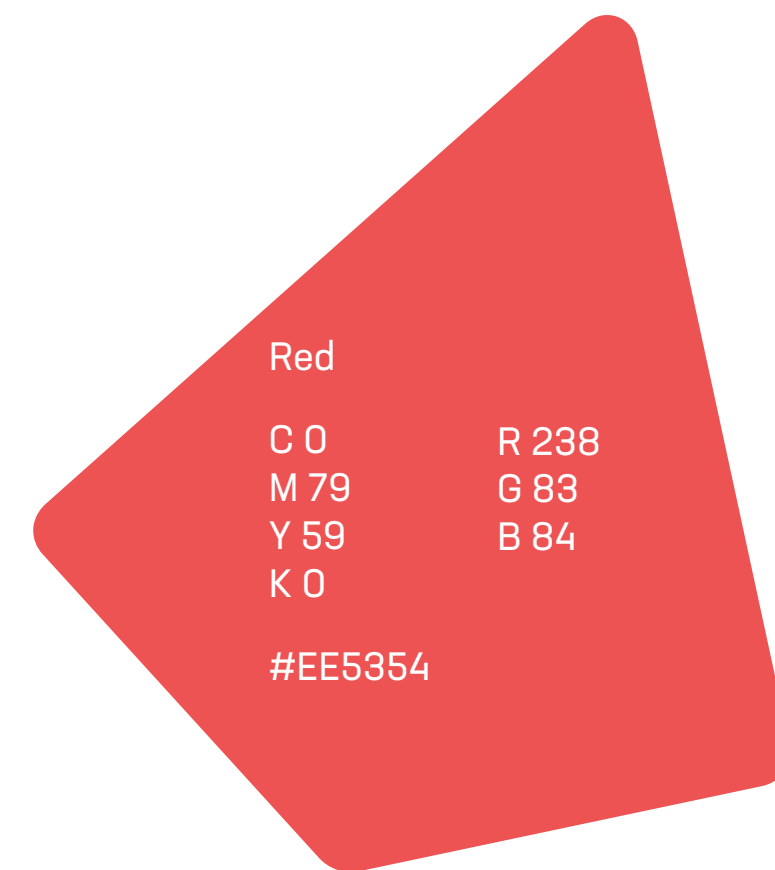
Using colour to support our business units

We are all part of the same business and a strong corporate identity is key to our success.

However, sometimes we can be more effective with individual audiences by using colour to differentiate our offer to them.

To help, each business unit can also choose to work with a secondary palette built from our corporate identity.

We've outlined the colour palette for each business unit on the right, along with colour proportionality and the wider secondary palette available to all business units.

We also support different sub brands, like Advisely, Upfront and Iress Impact.

While colour helps to differentiate our business units, our brand architecture does not include or support business unit sub brands.
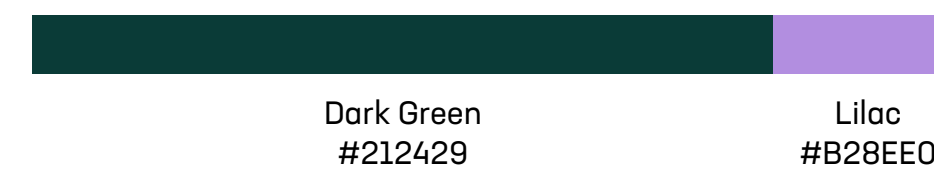
Wealth

Primary Colours

Dark Blue
#13213F

Salmon
#FF99A8

Secondary Colours

Super/ Mortgages

Primary Colours

Dark Green
#212429

Lilac
#B28EE0

Secondary Colours

Trading

Primary Colours

Off Black
#212429

Cyan
#00DEFC

Secondary Colours

Wealth Example

Lorem ipsum dolor sit amet

Super Example

Lorem ipsum dolor sit amet

Trading Example

Lorem ipsum dolor sit amet

Colours
Accessibility chart

The Iress brand is for everyone so it's important we think about legibility and readability as part of the design process.

We have tested a number of different colour combinations to identify the strongest options for readability and accessibility.

A cross indicates a fail in the 'normal text' field, although all passed the 'Large text' WCAG AA field readability.
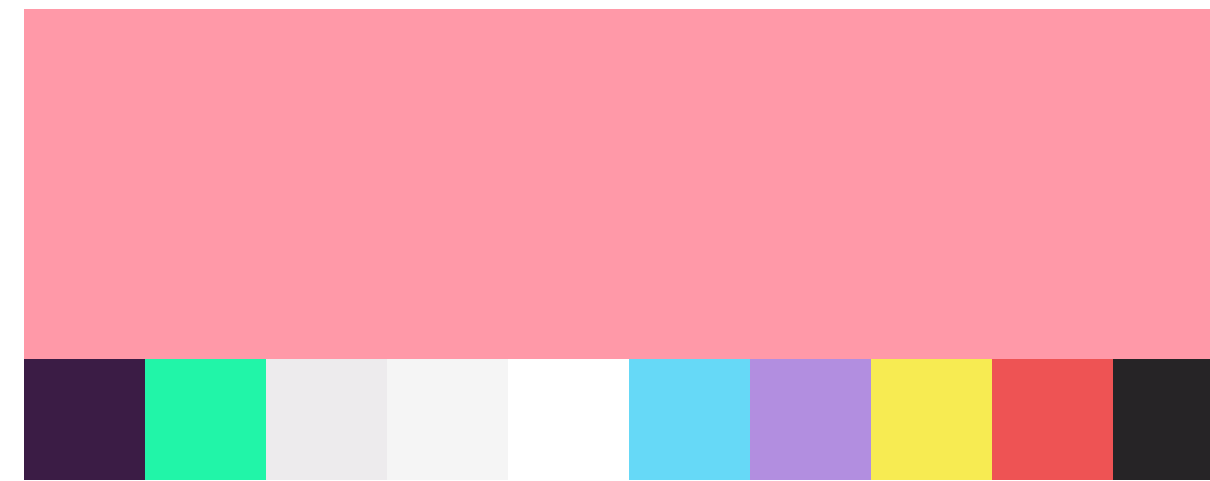Avoid the non-compliant colours for critical text and graphics but keep the overall visual impact in mind.

You can test colours at webaim.org/resources/contrastchecker/
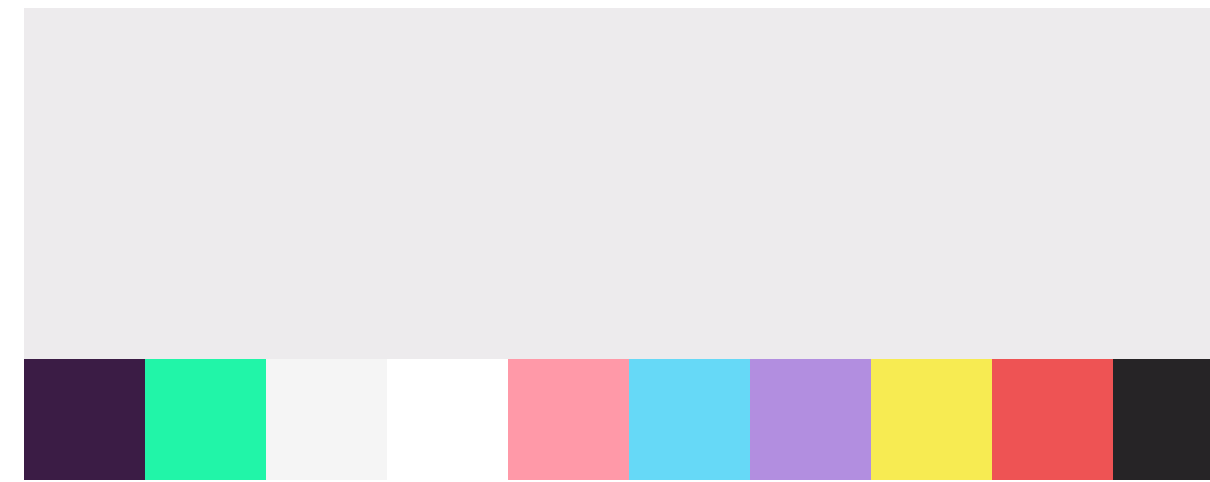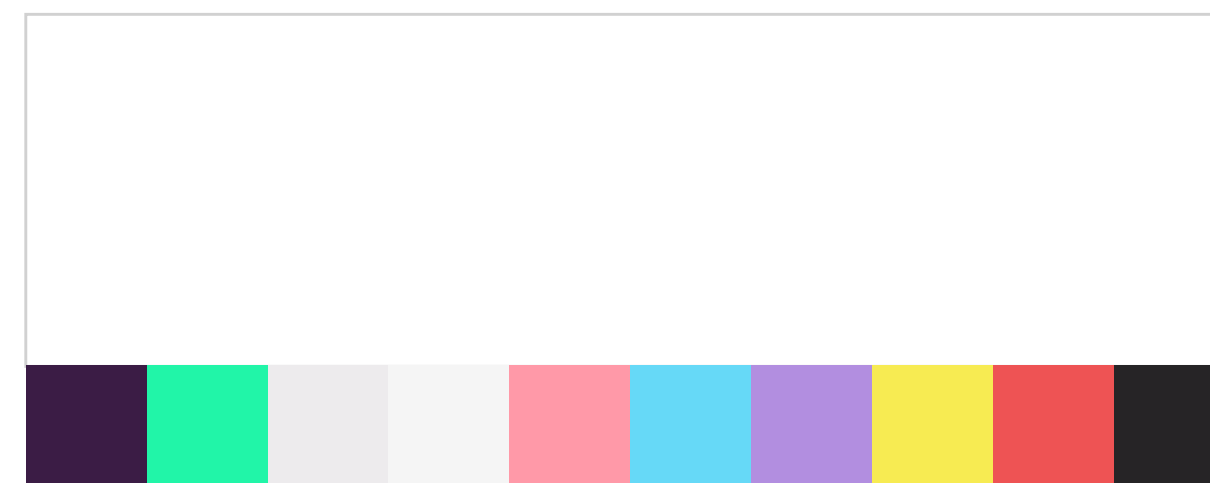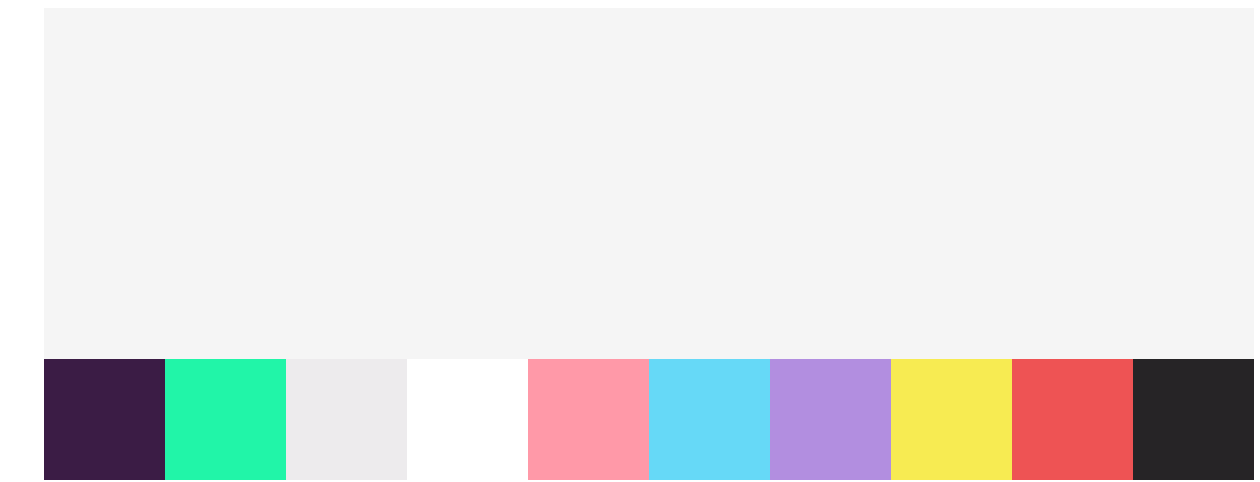
✓ **Do** use the primary palettes in all communications

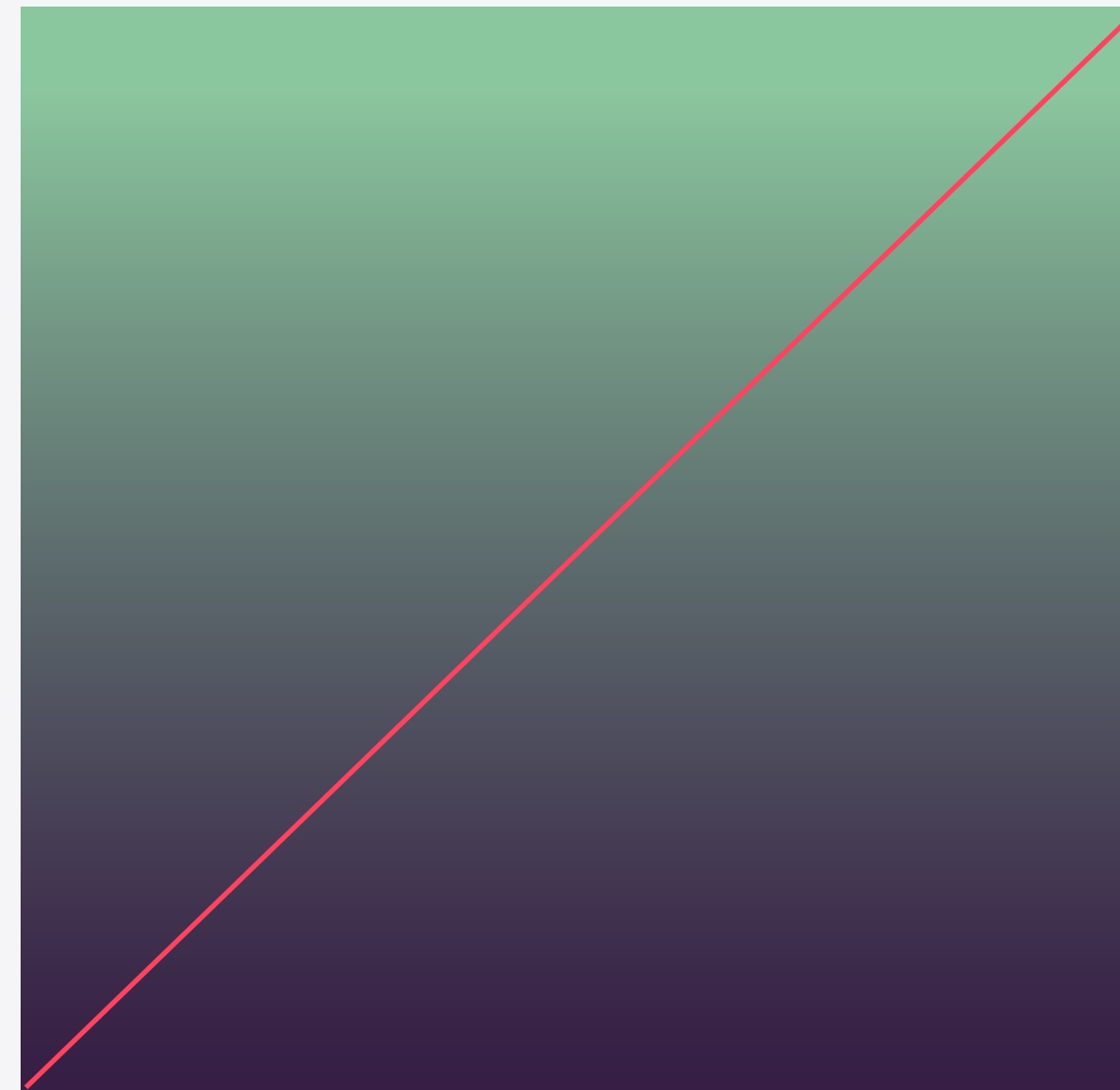✓ **Use** secondary palette for charts/icons and special cases

✕ **Do not** use colours outside of our palettes

✕ **Do not** use overwhelming amounts of colour

✕ **Do not** use gradients in communications

✕ **Do not** use illegible combinations

Puts on glasses