



# Iress brand guidelines

2025 / Version 1.0



# 4. Colours

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# Primary colours

The Iress colour palette leads with the Navy Blue, Vibrant Purple and Fresh Green to leverage brand equity of the Iress colours currently recognisable in the fintech market.

Using the primary colours, consistently and often, creates a clear and modern look and feel that reflects key Iress characteristics and values.

- Navy Blue = professional and trustworthy
- Vibrant Purple = innovative, wisdom and authority
- Fresh Green = growth and stability

Digital application of our colours should use the RGB and Hex (#) colour values.

Print applications of our colours should use the CMYK and Pantone® (PMS) colour values.

Colour brand application and guideline examples can be seen in the *Brand in action* section.

## Navy Blue

RGB 26 / 31 / 77  
HEX #1A1F4D  
CMYK 66 / 60 / 0 / 70  
PMS 2766 C

## Vibrant Purple

RGB 93 / 63 / 214  
HEX #5D3FD6  
CMYK 75 / 78 / 0 / 0  
PMS 2368 C

## Fresh Green

RGB 35 / 240 / 199  
HEX #23F0C7  
CMYK 60 / 0 / 38 / 0  
PMS 3255 C

## Black

RGB 0 / 0 / 0  
HEX #000000  
CMYK 0 / 0 / 0 / 100

## White

RGB 255 / 255 / 255  
HEX #ffffff  
CMYK 0 / 0 / 0 / 0



# Secondary colours

Our secondary colours complement the primary colours and provide a wider range of colour options for highlighting, data visualisation, unique specific designs etc.

Only use the secondary colours when the primary colours have been used first to create the main look and feel of a design.

## Stone Grey

RGB 207 / 213 / 218  
HEX #CFD5DA  
CMYK 22 / 13 / 13 / 0  
PMS 427 C

## Light Lilac

RGB 211 / 202 / 247  
HEX #D3CAF7  
CMYK 20 / 18 / 0 / 0  
PMS 2071 C

## Mellow Mint

RGB 178 / 252 / 224  
HEX #B2FCE0  
CMYK 29 / 0 / 11 / 1  
PMS 331 C

## Warm Magenta

RGB 204 / 104 / 250  
HEX #CC68FA  
CMYK 18 / 58 / 0 / 2  
PMS Purple C

## Cool Blue

RGB 102 / 154 / 255  
HEX #669AFF  
CMYK 61 / 38 / 0 / 0  
PMS 2718 C

## Eco Green

RGB 112 / 219 / 209  
HEX #70DBD1  
CMYK 41 / 0 / 18 / 0  
PMS 7471 C

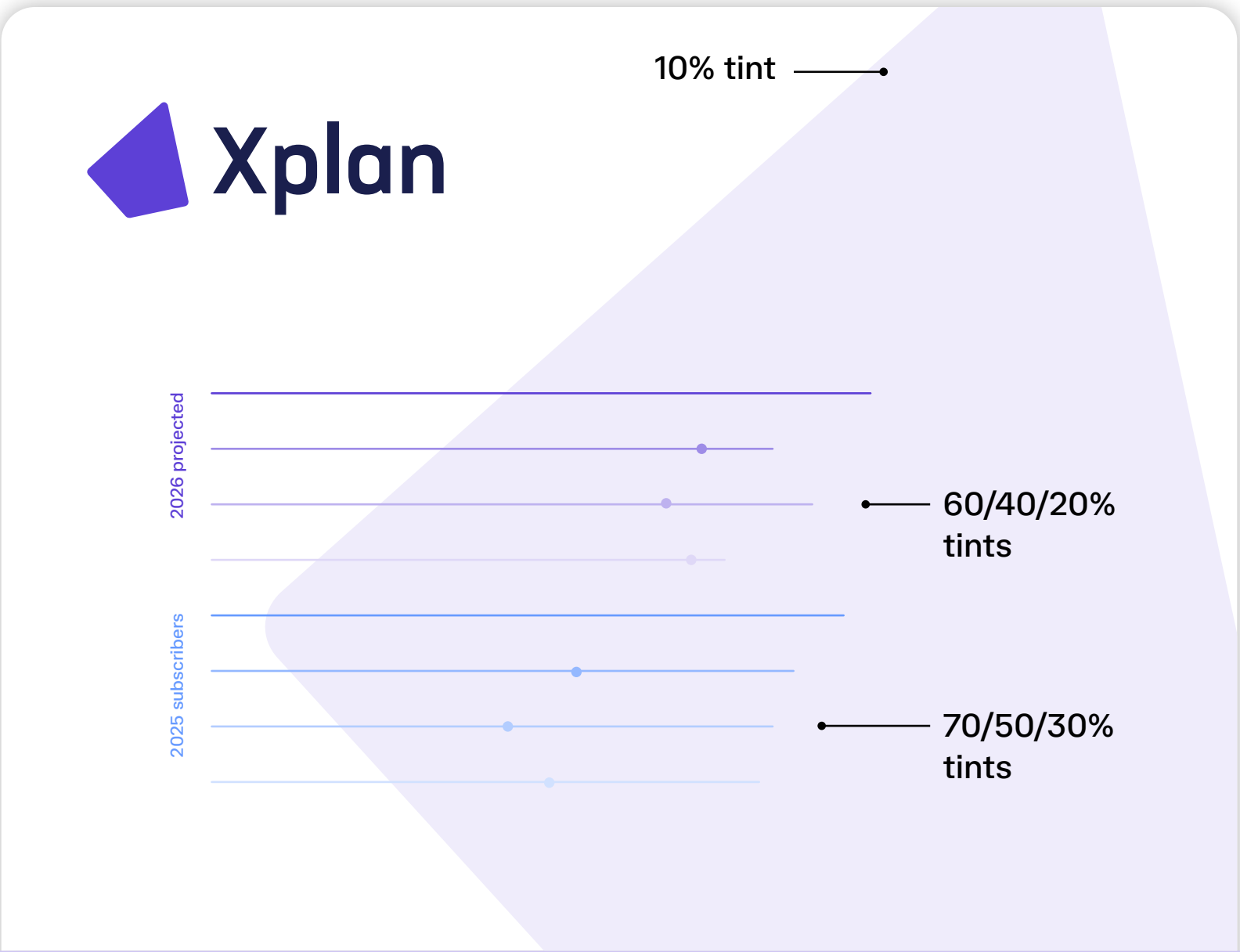
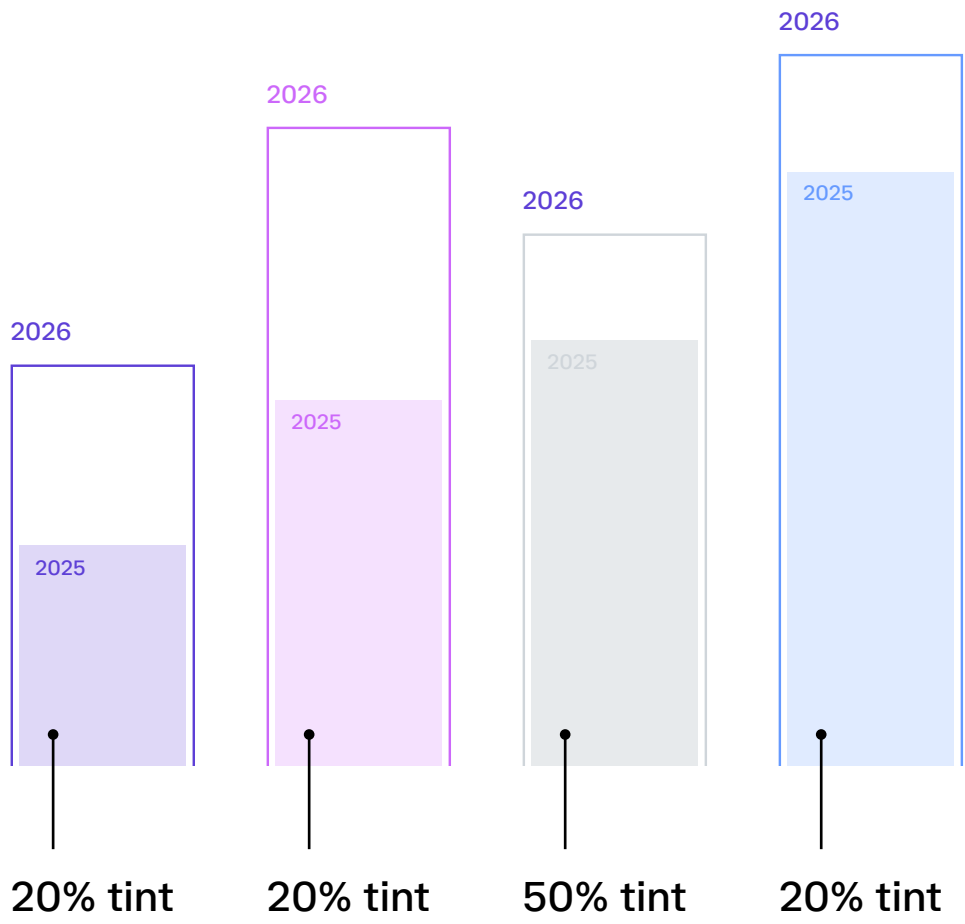
# Colour tints

The colour palette can be expanded by using tints when required. Tints can be used from any of the primary or secondary colours.

Only use tints when the primary and secondary colours have been used first to create the main look and feel of a design.



## Examples





> Colour

# Colour accessibility

To ensure optimal legibility when using our brand colours we have tested various colour combinations to identify the strongest options for readability and accessibility.

A tick indicates a colour that will work well with the main colour above and a cross indicates a colour that shouldn't be used with the main colour.

You can further test colours at [webaim.org/resources/contrastchecker/](https://webaim.org/resources/contrastchecker/)

Navy Blue

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✓

✓

Vibrant Purple

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✓

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Fresh Green

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Stone Grey

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Light Lilac

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Mellow Mint

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Warm Magenta

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Cool Blue

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Eco Green

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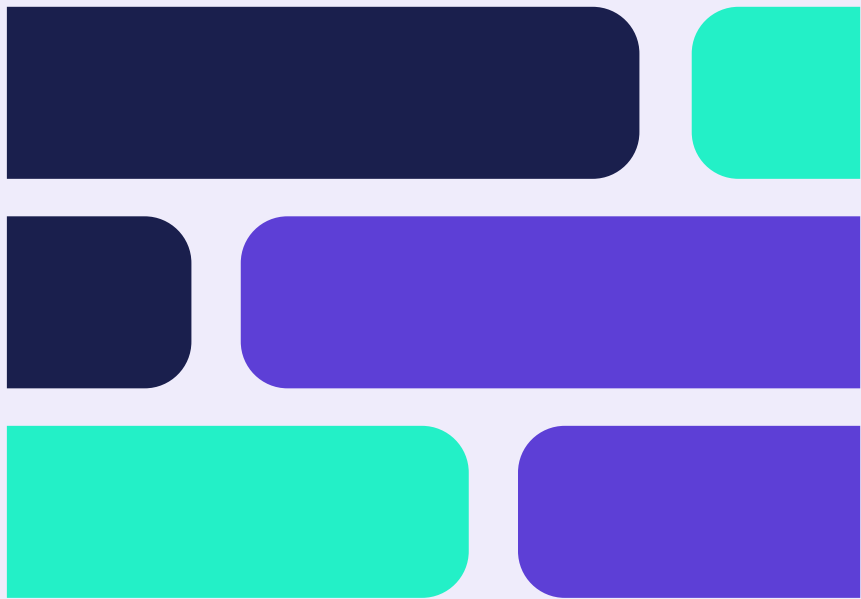
✗

> Colour

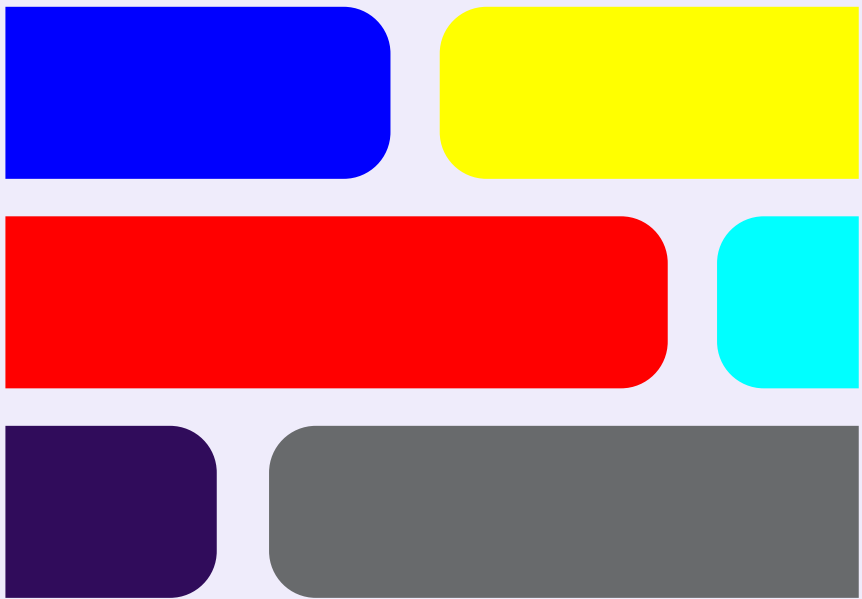
# Colour usage

Please always follow the Iress brand guidelines when using the colours.

✓ **Always** use the Iress brand colours



✗ **Do not** use off-brand colours



✗ **Do not** use too many colours at once



✗ **Do not** use illegible colour combinations



✗ **Do not** use low contrast or bright colours for body text

Low contrast body text lorem ipsum dolor sit amet, do eius mod incididunt ut labore et dolore magna aliqua.

Bright colour body text lorem ipsum dolor sit amet, do eius mod incididunt ut labore et dolore magna aliqua.

✗ **Do not** use secondary colours for main brand elements







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