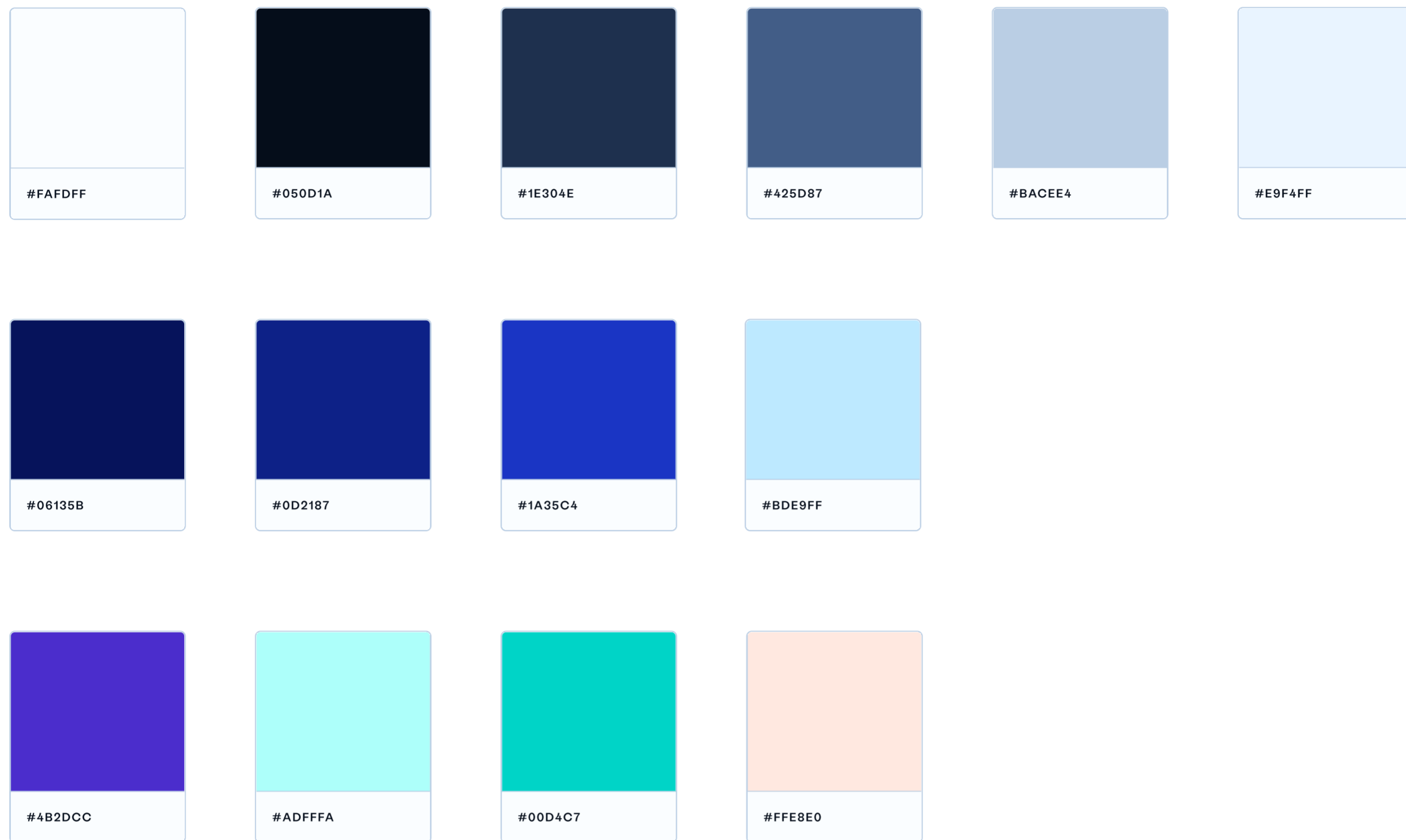


Instapage

STYLE GUIDE

Colors



Colors

The Instapage color palette is contemporary, approachable, and professional. Our colors are one of our our most recognizable design elements.

Using colors together

We use navy blue, black, and white as our foundational colors with additional blues, greens, peach, and purple as secondary or accent colors.

As a general rule, tints are to be avoided, but may be used for illustration or graphs where options are limited (e.g. single-color printing).

Do not use the following colors together

