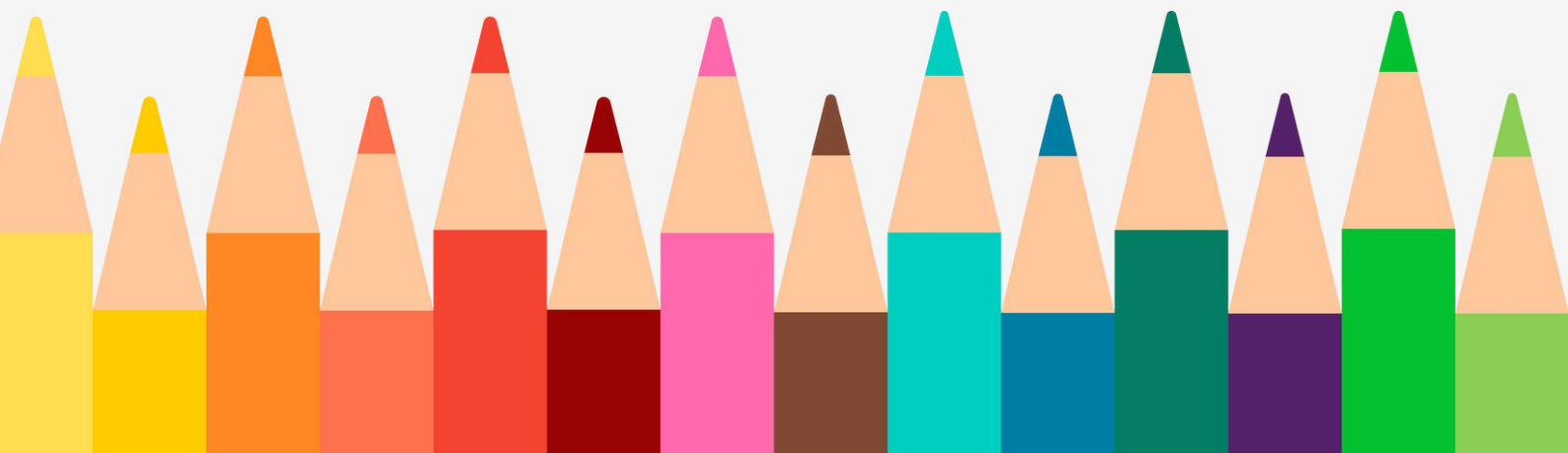


BUILD YOUR BRAND COLOR PROFILE

A practical guide for startups



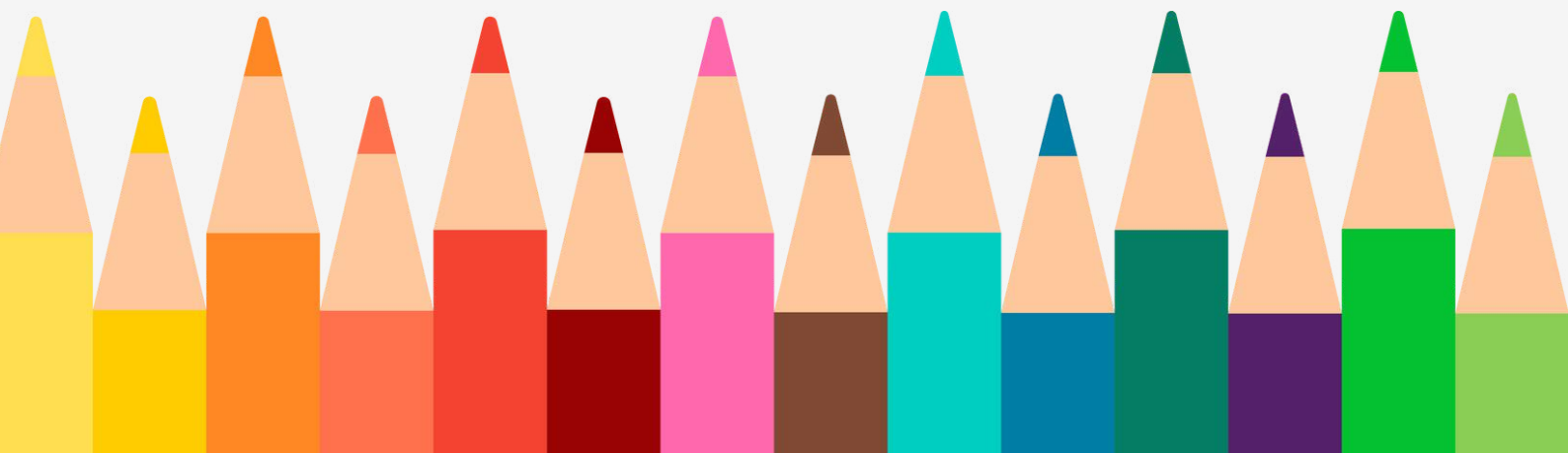
PURPOSE OF THIS COLOR PROFILE

What this document is for

This color profile defines how our brand colors should be interpreted and displayed across devices, platforms, and mediums. It acts as a shared color language to ensure visual consistency over time.

Why it matters

Without a defined color profile, software and devices may guess how to display our colors. These guesses can cause subtle color shifts that gradually weaken brand consistency—especially across web, mobile, and print.



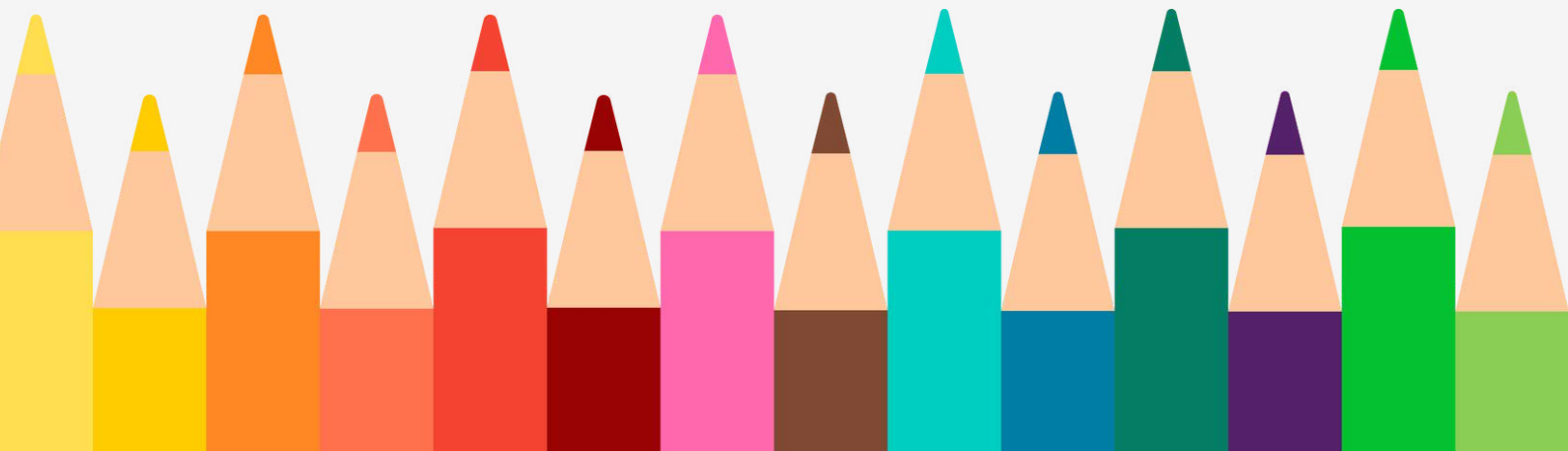
PRIMARY COLOR PROFILE STANDARD

Primary Color Profile:

- sRGB
- Display P3
- Adobe RGB (1998)
- Other: _____

Why this profile was chosen

Example: We use sRGB because it is the standard color language of the web and ensures consistent appearance across browsers, devices, and most screens.



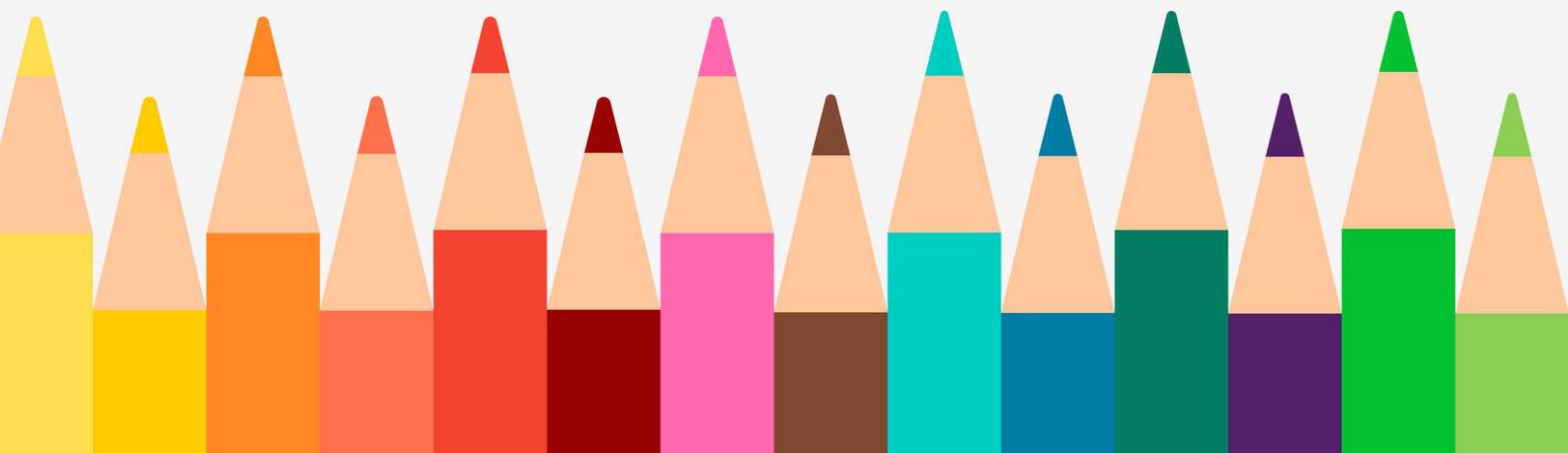
BRAND COLOR PALETTE

Primary Brand Colors

Color	HEX	RGB	HSL	Notes
Primary	#_____	____, ____, ____	___° ___% ___%	Main brand color
Secondary	#_____	____, ____, ____	___° ___% ___%	Supporting elements
Accent	#_____	____, ____, ____	___° ___% ___%	Highlights, CTAs
Accent	#_____	____, ____, ____	___° ___% ___%	Highlights, CTAs

Important note

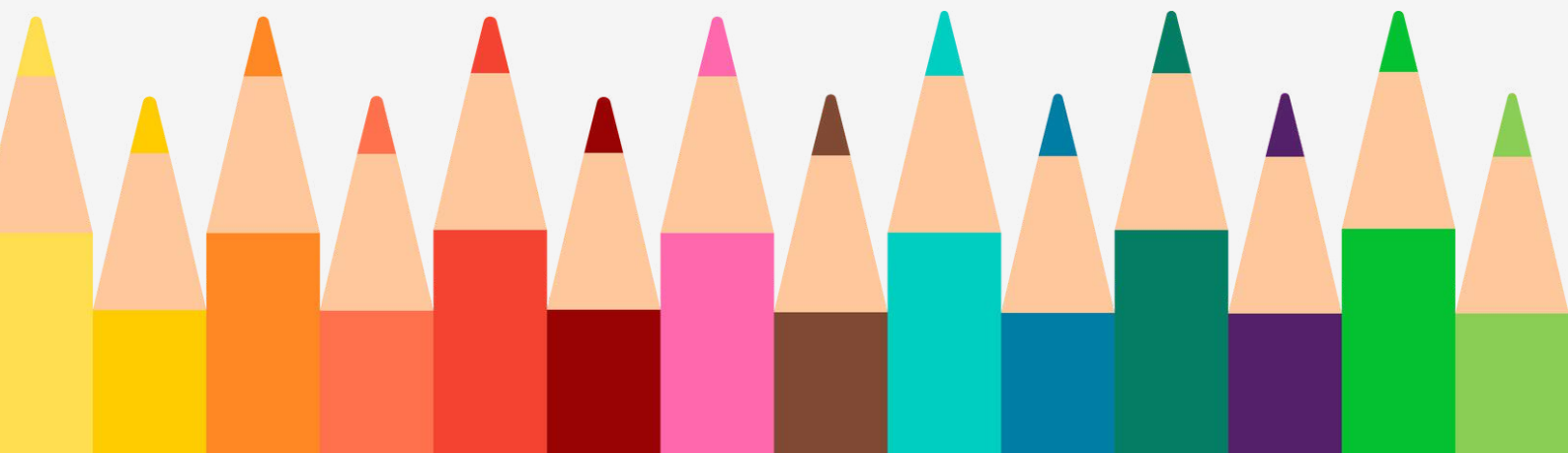
All digital color values must be interpreted using the Primary Color Profile defined above.



BRAND COLOR PALETTE

Neutral Colors

Color	HEX	Notes
Black	#_____	Main brand color
White	#_____	Supporting elements
Gray 1	#_____	Highlights, CTAs
Gray 2	#_____	Highlights, CTAs



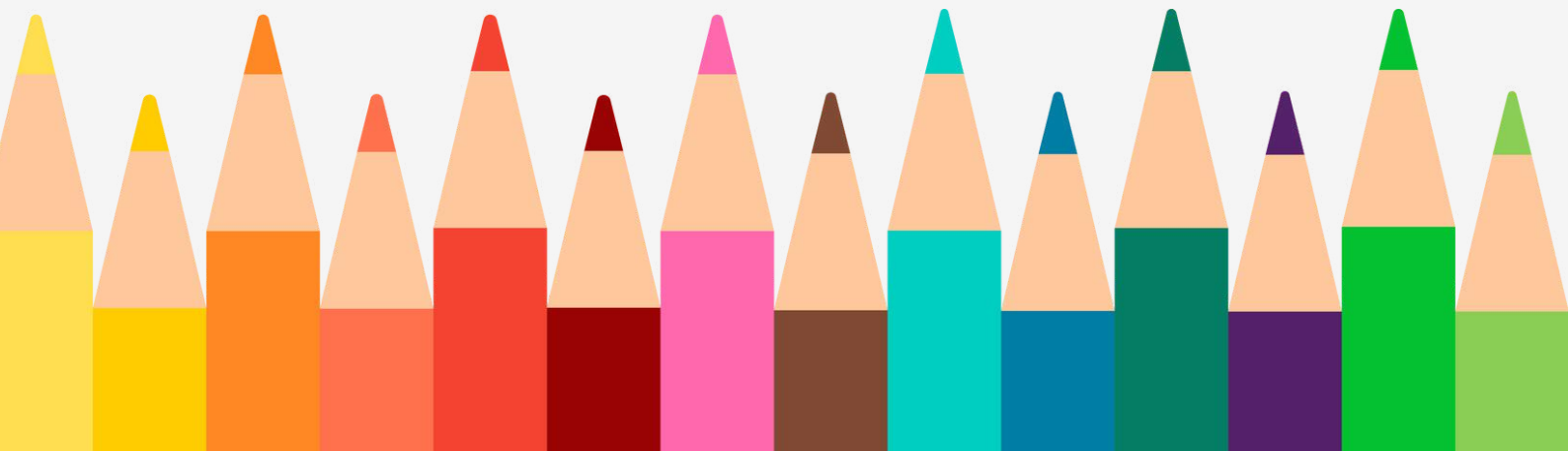
APPROVED COLOR PROFILES BY MEDIUM

Digital & Web

Medium	Color Profile	Notes
Website	sRGB	Must be embedded in assets
Web apps	sRGB	Avoid wide-gamut exports
Social media	sRGB	Prevents dull or shifted colors

Rules

- All exported images must include an embedded color profile
- Do not upload untagged (no-profile) assets
- Convert wide-gamut files to sRGB before publishing



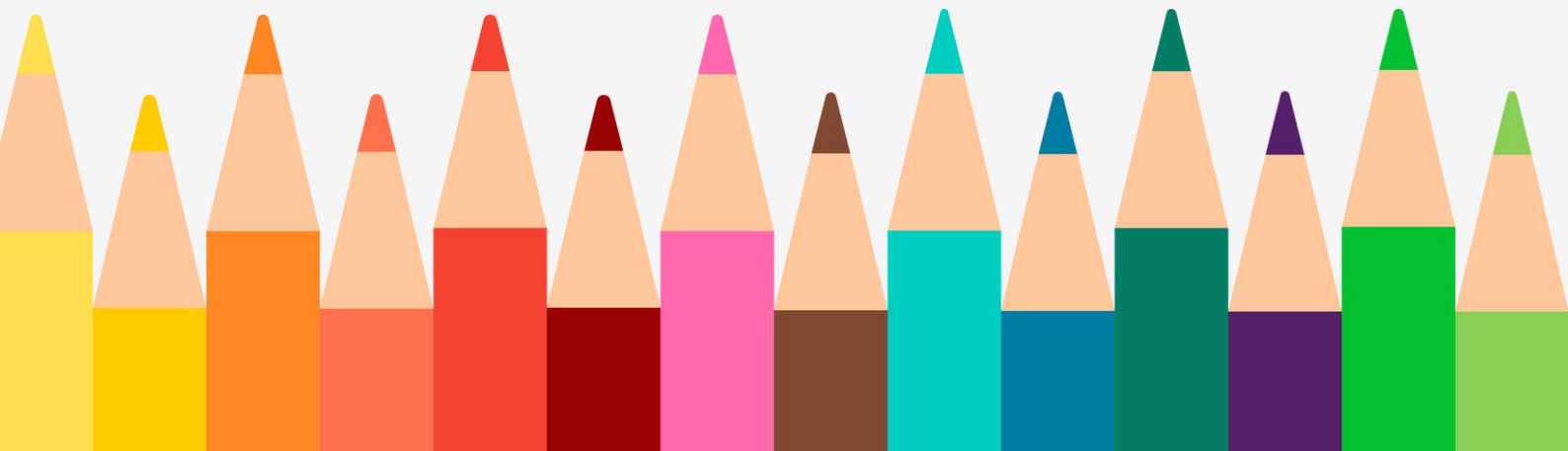
APPROVED COLOR PROFILES BY MEDIUM

Mobile Devices

Platform	Color Profile	Notes
iOS	sRGB or Display P3	Use sRGB unless specifically designing P3 assets
Android	sRGB	Most consistent across devices

Print Material

Use Case	Color Profile	Notes
Commercial printing	CMYK (printer-provided)	Request printer ICC profile
Internal documents	sRGB → CMYK conversion	Expect visual differences



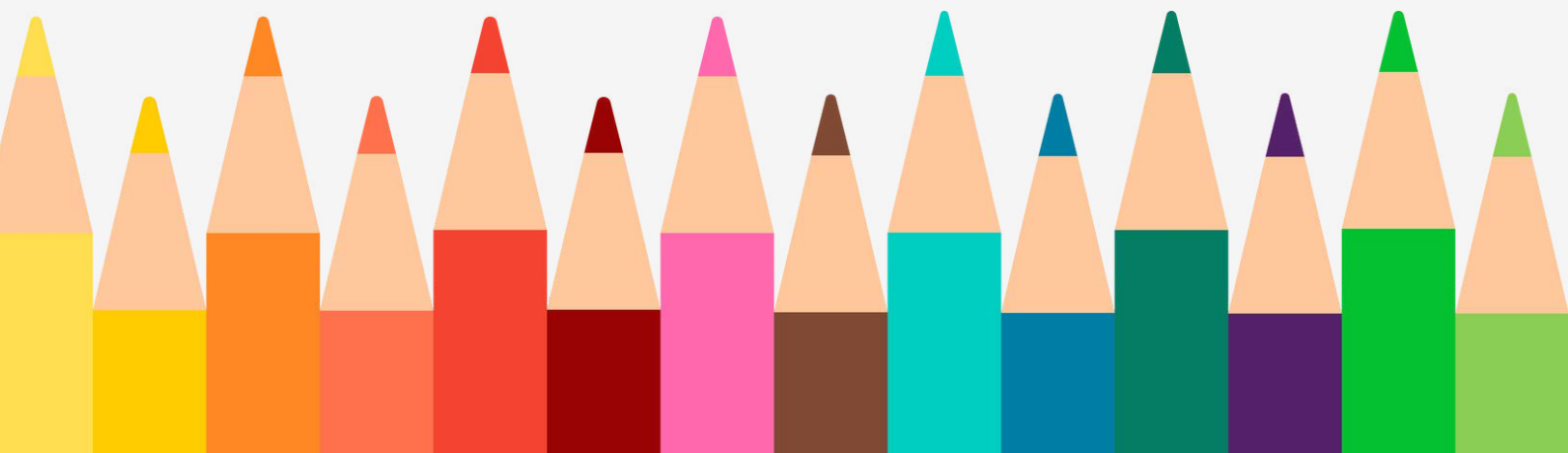
RESTRICTED COLOR PROFILES

The following profiles should not be used unless explicitly approved:

- ProPhoto RGB (risk of severe color shifts)
- Adobe RGB for web or social media
- Untagged / No Profile exports

COMMON COLOR ISSUES

Issue	Cause	Prevention
Dull colors online	Adobe RGB uploaded to web	Convert to sRGB
Slight color shifts	Missing color profile	Always embed profile
Inconsistent branding	No reference guide	Follow this document



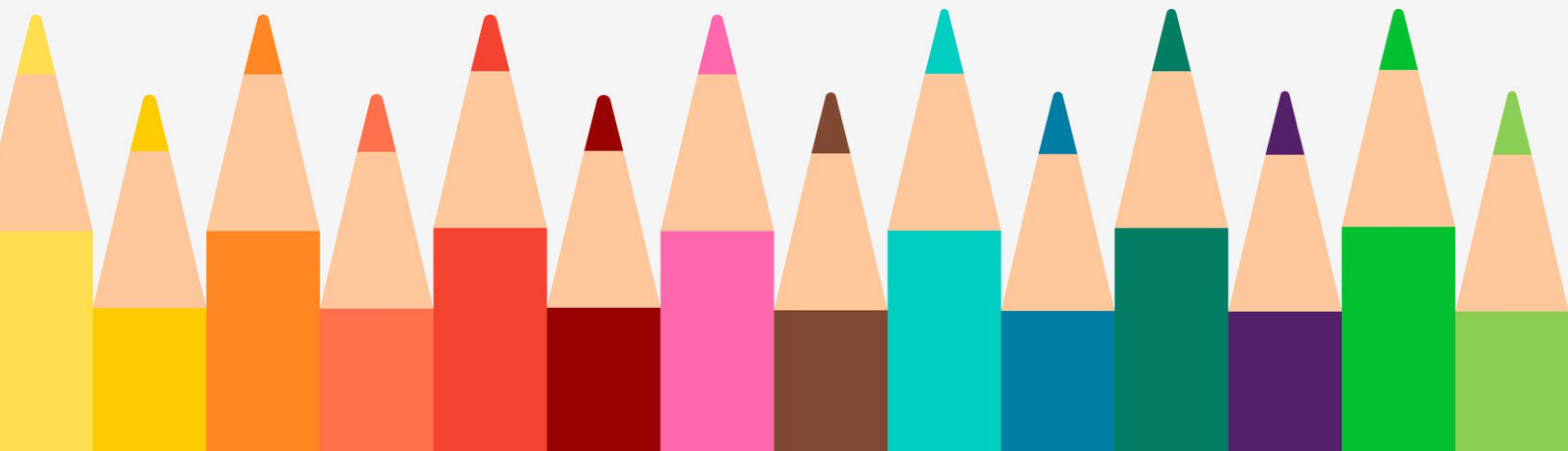
EXPORT & FILE HANDLING GUIDELINES

Design Tools

- Photoshop: Convert to sRGB before export
- Figma: Use sRGB color space
- Illustrator: Ensure profile is embedded

File Types

- PNG / JPG: Must include color profile
- SVG: Colors should match sRGB values
- PDF: Confirm profile before sharing



OWNERSHIP & UPDATES

Document Owner:

Last Updated:

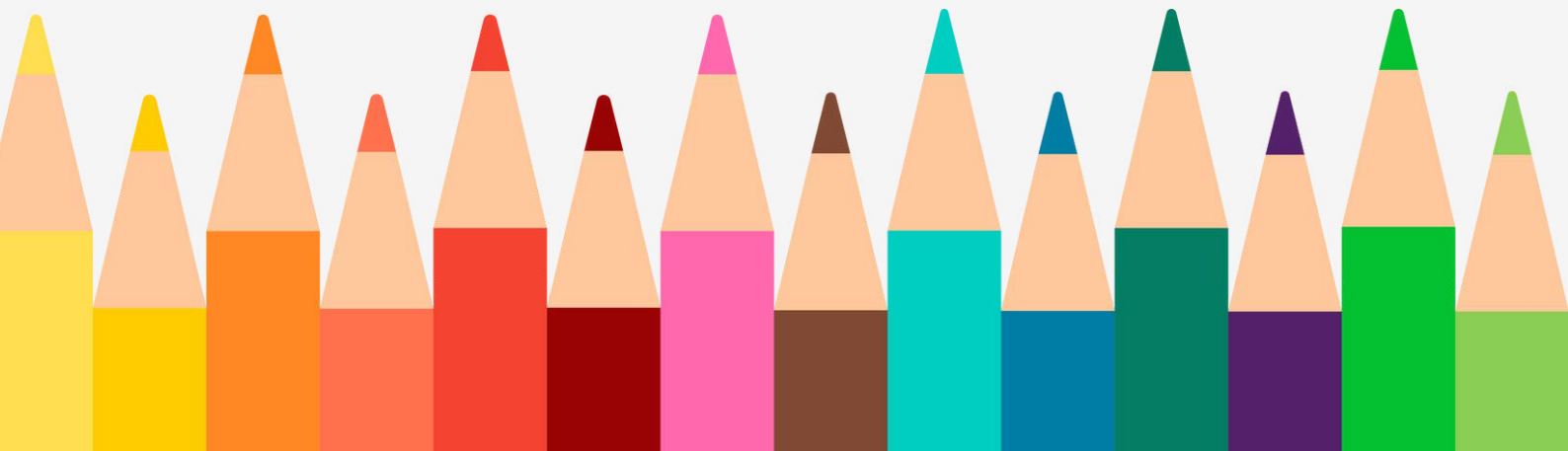
Review Frequency:

Quarterly

Bi-annually

As needed

Any changes to color values or profiles must be documented and communicated to all teams using brand assets.



ONE-SENTENCE RULE (QUICK REFERENCE)

If it's going on the web, it must be in sRGB with an embedded color profile.

