

**INSITE**

**HOSPITALITY**

**E L E V A T E D**

**BRAND STANDARDS GUIDE**  
**APRIL 2019**

# COLORS & USE OF LOGO

## Correct Use of INSITE Logo



## Incorrect Use of INSITE Logo



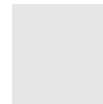
## COLORS



INSITE Blue  
RGB (29, 48, 103) #1d3067



INSITE Green  
RGB (148, 177, 76) #94b14c



INSITE Gray  
RGB (231, 230, 230) #e7e6e6



The Traditional Blue  
RGB (15, 45, 83) #0f2d53



SkyView Green  
RGB (102, 117, 84) #667554