



## Insider

Accessible from a unified data engine, Insider enables marketers to leverage personalization, predictive segmentation and real-time technologies to boost loyalty and digital growth. Insider is a technology company with offices in London, Moscow, Singapore, Dubai, Warsaw, Istanbul, Kuala Lumpur and Jakarta. Insider was listed as one of Europe's 100 Hottest Startups in 2016 by WIRED Magazine, featuring European startups that are having an impact. Helping world's leading brands grow beyond the speed of customer expectations, Insider is trusted by over 200 businesses across various industries including Toyota, AVIS, Media Markt, Lenovo, GNC, MasterCard, BBVA, Delivery Hero, Fiat, Carrefour, Ticketmaster, Air Arabia, Tune Hotels, Dominos, McDonald's, Avon and CNN.

## Insider Assets

<h3>Full Logo Primary Lockup</h3> <p>This is the primary logo to be used in the majority of branding needs</p> 	<h3>Insider Icon</h3> <p>Digital experience platform. Use cannot use this logo without primary logo</p> 
<p>Download Logo Package</p> <p><a href="http://useinsider.com/wp-content/uploads/2016/12/Insider-Logo.zip">http://useinsider.com/wp-content/uploads/2016/12/Insider-Logo.zip</a></p>	

## Insider Colors

Here is the Insider colors

### Primary

**Deep Sky Blue**  
r85, g188, b245  
c57, m10, y0, k0  
Hex: #55BCF5

**Deep Sky Blue**  
r85, g188, b245  
c57, m10, y0, k0  
Hex: #383F47

**Dark Turquoise**  
r 12, g184, b200  
c72, m3, y22, k0  
Hex: #0CB8C8

### Secondary

**Slate Gray**  
r140, g160, b179  
c48, m30, y21, k0  
Hex: #8CA0B3

**Light Cyan**  
r238, g244, b249  
c5, m1, y1, k0  
Hex: #EEF4F9

**Dark Orange**  
r255, g160, b5  
c0, m43, y100, k0  
Hex: #FFA005

## Insider Gradient



#1E2529   #264958   #275C78



#1D3C53   #59B1E1

## Typography

Open Sans

<https://fonts.google.com/specimen/Open+Sans>

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