

Salary.

Salary.com logo usage guidelines

Logo design & meaning

The Salary.com logo is a core asset of the visual identity system. It is one of the most visible and recognizable expressions of the brand and carries significant equity as a result.

The logotype has been custom crafted to clearly express Salary.com's role as the seasoned guide. Its modern serif structure establishes credibility and authority at first impression, signaling depth, experience, and trust.

Serif typography is a deliberate differentiator within the category. While many competitors rely on interchangeable, tech startup-led sans-serif logos, the Salary.com logo conveys sophistication and confidence more closely associated with trusted advisors and established institutions. This distinction reinforces Salary.com's position as The Seasoned Guide.

Logo color usage

Outlined on this page are the approved color applications for the logo. These combinations are designed to ensure clarity, consistency, and strong brand recognition across all environments.

Two-color logo versions are the preferred and primary usage and should be used whenever possible. These applications best represent the brand and provide optimal contrast, flexibility, and visual presence across digital and print contexts.

Only the color combinations shown here are permitted.

Any modifications, exceptions, or unapproved applications must be reviewed and approved by the Marketing team prior to use.



One-color — Slate logo on White



One-color — Slate logo on Gray 1



One-color — Deep Plum logo on White



One-color — Deep Plum logo on Gray 1



One-color — White logo on Deep Plum



Two-color — Slate wordmark with Light Plum period on White



One-color — White logo on Gray 4



Two-color — Slate wordmark with Light Plum period on Gray 1



One-color — White logo on Slate



Two-color — White wordmark with Light Plum period on Slate

Salary.com color usage guidelines

Primary color usage

The Salary.com primary color family consists of three Plum values: Deep Plum, Plum, and Light Plum. Deep Plum is the dominant brand color and should be used in most applications, particularly for large color fields, key brand moments, and any scenario where a single brand color is required. When choosing one color, Deep Plum is the default. Plum and Light Plum function as supporting shades and should be used selectively. Light Plum is reserved for the period in the two-color logo and should not be used interchangeably with Deep Plum in layouts. Plum may be used as a complementary accent to introduce variation, but it should never overtake Deep Plum in hierarchy.

Secondary color usage

Salary.com uses a dual-color hierarchy system. Deep Blue works in tandem with the Plum family to create a balanced two-color brand expression. While Plum remains the primary color, Deep Blue plays a critical supporting role by reinforcing trust, stability, and enterprise credibility. In layout applications, Deep Plum should lead and Deep Blue should support. The two colors are designed to work together, but they are not equal in priority.

Neutral color usage

Neutrals form the structural foundation of the Salary.com color system and should be established first in layout to define hierarchy, contrast, and readability. Brand colors are then layered in intentionally to highlight key moments and areas of emphasis. Tertiary colors should never replace neutrals as the foundation of a layout.

Tertiary color usage

Tertiary colors are functional rather than expressive. They are reserved for data visualization, charts, diagrams, and color-coded informational systems. They should not be used for primary layout areas, brand moments, or decorative accents. If a color does not serve a clear informational purpose, it does not belong in the tertiary palette.

Accessibility

Ensure sufficient color contrast between text, backgrounds, and interface elements to maintain readability and usability for all users. Color combinations should meet established accessibility standards outlined by the [WCAG contrast guidelines](#). Web-use color guidelines are defined in the Figma design system.



Deep Plum

HEX #722257
RGB 114, 34, 87
CMYK 49, 100, 36, 21



Plum

HEX #991E66
RGB 153, 30, 102
CMYK 34, 100, 30, 6



Light Plum

HEX #B2247C
RGB 178, 36, 124
CMYK 24, 100, 12, 0



Deep Blue

HEX #04578B
RGB 4, 87, 139
CMYK 100, 69, 20, 4

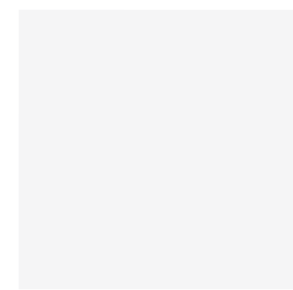


Blue

HEX #2B91D1
RGB 43, 145, 209
CMYK 82, 29, 0, 0

Primary colors

Secondary colors



Gray 100

HEX #F5F5F6
RGB 245, 245, 246
CMYK 3, 2, 1, 0



Gray 200

HEX #D6D6DA
RGB 214, 214, 218
CMYK 15, 12, 9, 0



Gray 400

HEX #8B8B9B
RGB 139, 139, 155
CMYK 49, 42, 28, 1



Gray 700

HEX #3F3F51
RGB 63, 63, 81
CMYK 76, 71, 45, 36



Slate

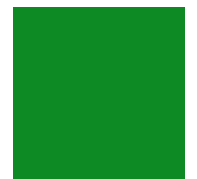
HEX #22223A
RGB 34, 34, 58
CMYK 87, 84, 47, 54

Neutral colors



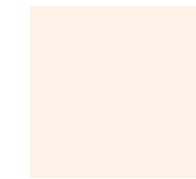
Warning

HEX #CE6B0E



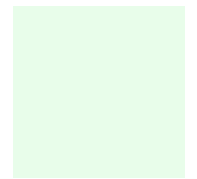
Positive

HEX #0D8A24



Light Warning

HEX #FFF3E9



Light Positive

HEX #E8FDEA



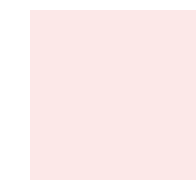
Error

HEX #CF2531



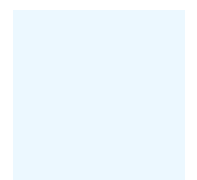
Info

HEX #036AA9



Light Error

HEX #FCE8E8



Light Info

HEX #ECF8FF

UI Status Colors



Light Green

HEX #CAEFC6
RGB 202, 239, 198
CMYK 24, 0, 31, 0



Green

HEX #2CD134
RGB 44, 209, 52
CMYK 83, 0, 100, 0



Deep Green

HEX #109717
RGB 16, 151, 23
CMYK 95, 8, 100, 2



Light Purple

HEX #DDC2EE
RGB 221, 194, 238
CMYK 11, 26, 0, 0



Purple

HEX #A32CD1
RGB 163, 44, 209
CMYK 49, 86, 0, 0



Deep Purple

HEX #5D0082
RGB 93, 0, 130
CMYK 74, 100, 10, 5



Light Orange

HEX #F6DBC0
RGB 246, 219, 192
CMYK 1, 15, 25, 0



Orange

HEX #F0841F
RGB 240, 132, 31
CMYK 0, 62, 100, 0



Deep Orange

HEX #BA5A01
RGB 186, 90, 1
CMYK 16, 77, 100, 6



Light Magenta

HEX #F1C6E1
RGB 241, 198, 225
CMYK 1, 28, 0, 0



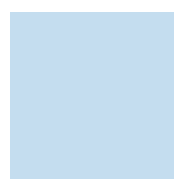
Magenta

HEX #D12C8D
RGB 209, 44, 141
CMYK 5, 100, 0, 0



Deep Plum

HEX #722257
RGB 114, 34, 87
CMYK 49, 100, 36, 21



Light Blue

HEX #C4DDEF
RGB 196, 221, 239
CMYK 23, 4, 1, 0



Blue

HEX #2B91D1
RGB 43, 145, 209
CMYK 82, 29, 0, 0



Deep Blue

HEX #04578B
RGB 4, 87, 139
CMYK 100, 69, 20, 4



Light Yellow

HEX #F8F4C6
RGB 248, 244, 198
CMYK 3, 0, 30, 0



Yellow

HEX #E7DE30
RGB 231, 222, 48
CMYK 13, 2, 100, 0



Deep Yellow

HEX #AAA201
RGB 170, 162, 1
CMYK 38, 25, 100, 2



Light Teal

HEX #C9EFE7
RGB 201, 239, 231
CMYK 23, 0, 13, 0



Teal

HEX #2CD1AE
RGB 44, 209, 174
CMYK 77, 0, 49, 0



Deep Teal

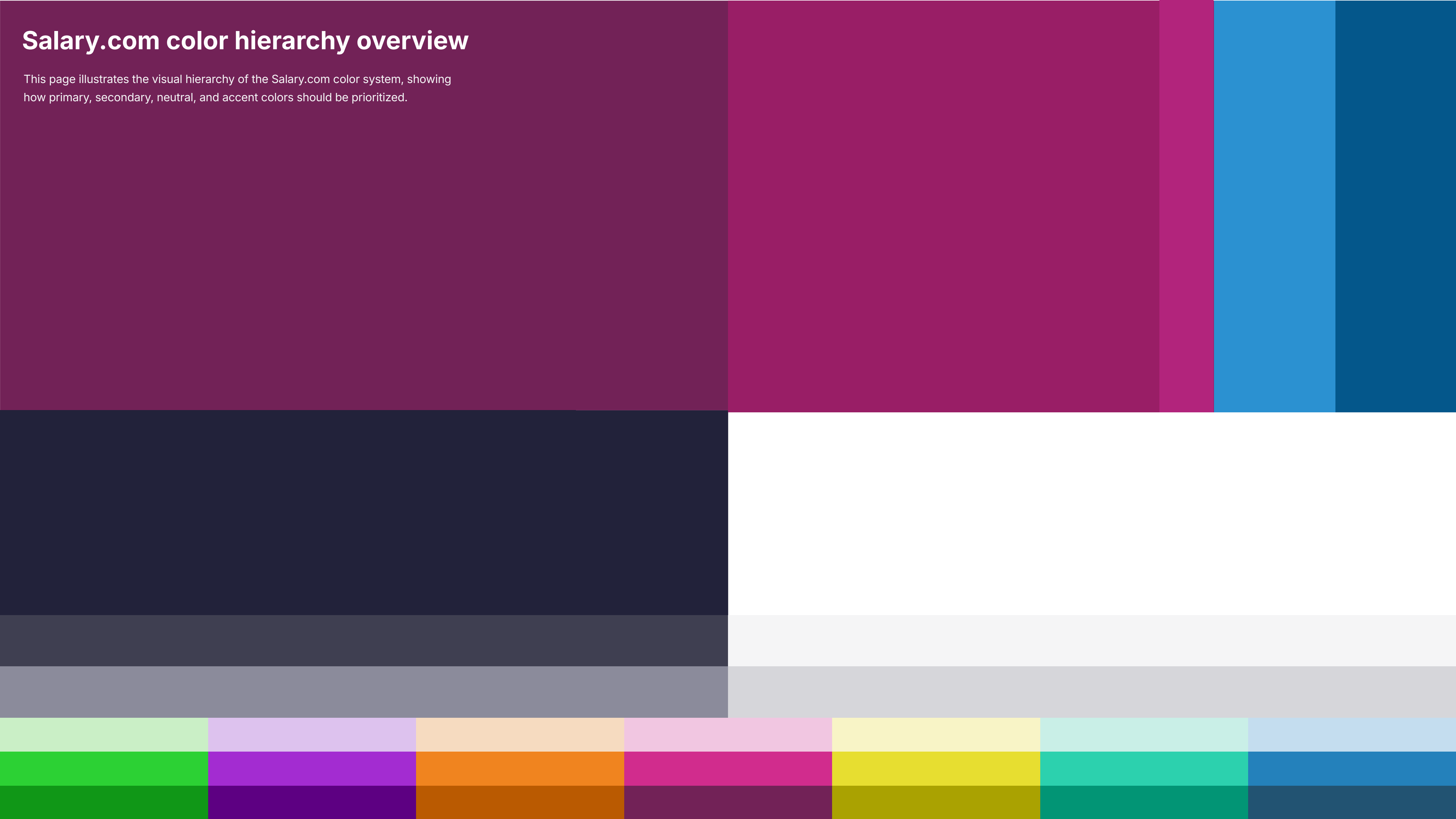
HEX #029575
RGB 2, 149, 117
CMYK 94, 13, 71, 1

Tertiary colors

To complete a full light-mid-deep range, select core brand colors (Deep Blue, Blue, and Deep Plum) may repeat within the tertiary palette.

Salary.com color hierarchy overview

This page illustrates the visual hierarchy of the Salary.com color system, showing how primary, secondary, neutral, and accent colors should be prioritized.



Salary.

