Our color palette has two main layers: primary and secondary. Our communications lean heavily on the primary palette; we use accents from the secondary palette to keep layouts from becoming too stale or one-dimensional.
Primary Palette

Our primary palette consists of teal, charcoal, and white. Our layouts draw heavily on these colors, mixing with the accent palette as needed to build color schemes that are complementary and balanced.
Secondary Palette

Our secondary palette is broken into two categories: neutrals and accents. These colors add depth and nuance to our designs. In general, they should be used sparingly, but can appear more prominently with thoughtful consideration and in certain applications.