

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.

SECTION 3



COLOR

13 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.

PANTONE 7467

C 100 M 0 Y 40 K 10

HEX 009b9e / R 0 G 155 B 158

PANTONE 426

C 74 M 65 Y 62 K 67

HEX 25282a / R 37 G 40 B 42

WHITE

C 0 M 0 Y 0 K 0

HEX ffffff / R 255 G 255 B 255

14 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.

COOL GRAY 11

BLACK

30% BLACK

PANTONE 7736

C 76 M 48 Y 71 K 43
HEX 324e3f / R 50 G 78 B 63

PANTONE 1635

C 0 M 64 Y 71 K 0
HEX f47d54 / R 244 G 125 B 84

PANTONE 1225

C 2 M 20 Y 88 K 0
HEX faca39 / R 250 G 202 B 57