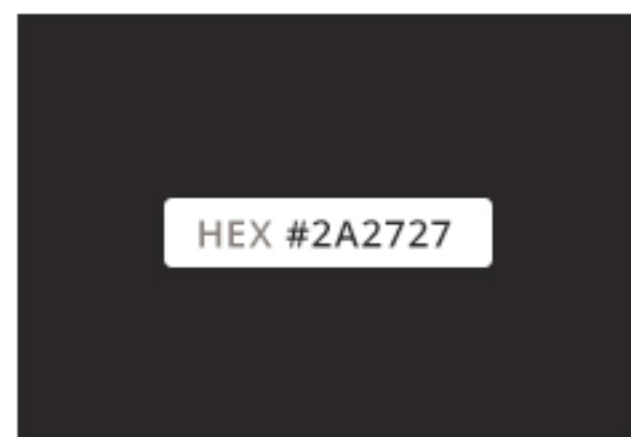


Colors

GRAYS



\$black

Can safely be used over \$lightgray, \$offwhite and \$white



\$charcoal

Can safely be used over \$offwhite and \$white



\$gray

Can be safely used as large text over \$white



\$lightgray

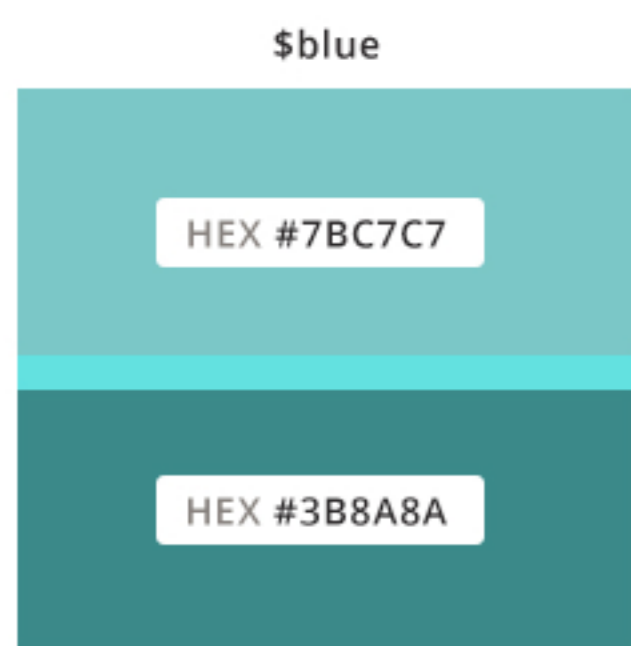
Can safely be used over \$black



\$offwhite

Can safely be used over \$charcoal and \$black

PRIMARY

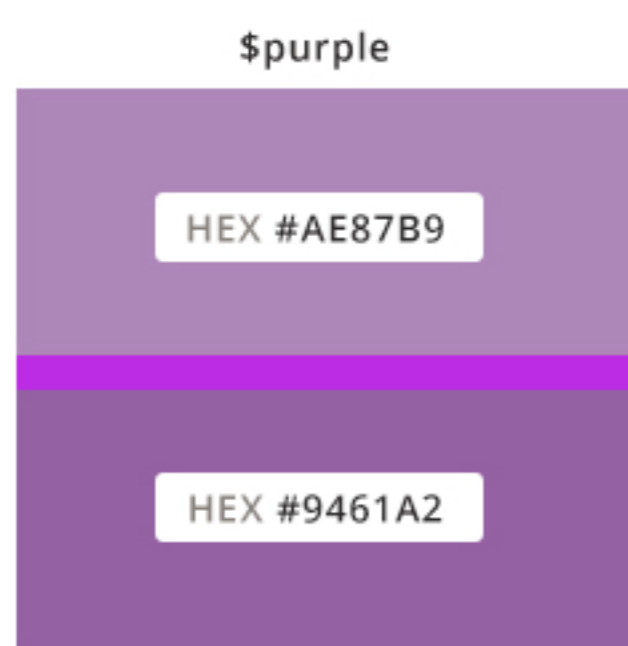


\$blue

HEX #7BC7C7

HEX #3B8A8A

\$deep-blue



\$purple

HEX #AE87B9

HEX #9461A2

\$deep-purple



\$red

HEX #EB6971

HEX #E33440

\$deep-red

← Can safely be used over \$black

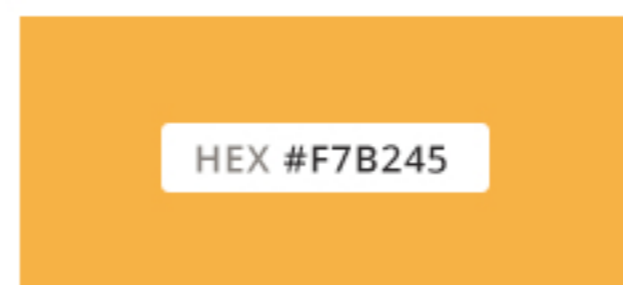
← For textural or vibrant accents (graphical)

← Can safely be used as large text over \$offwhite and \$white

SECONDARY



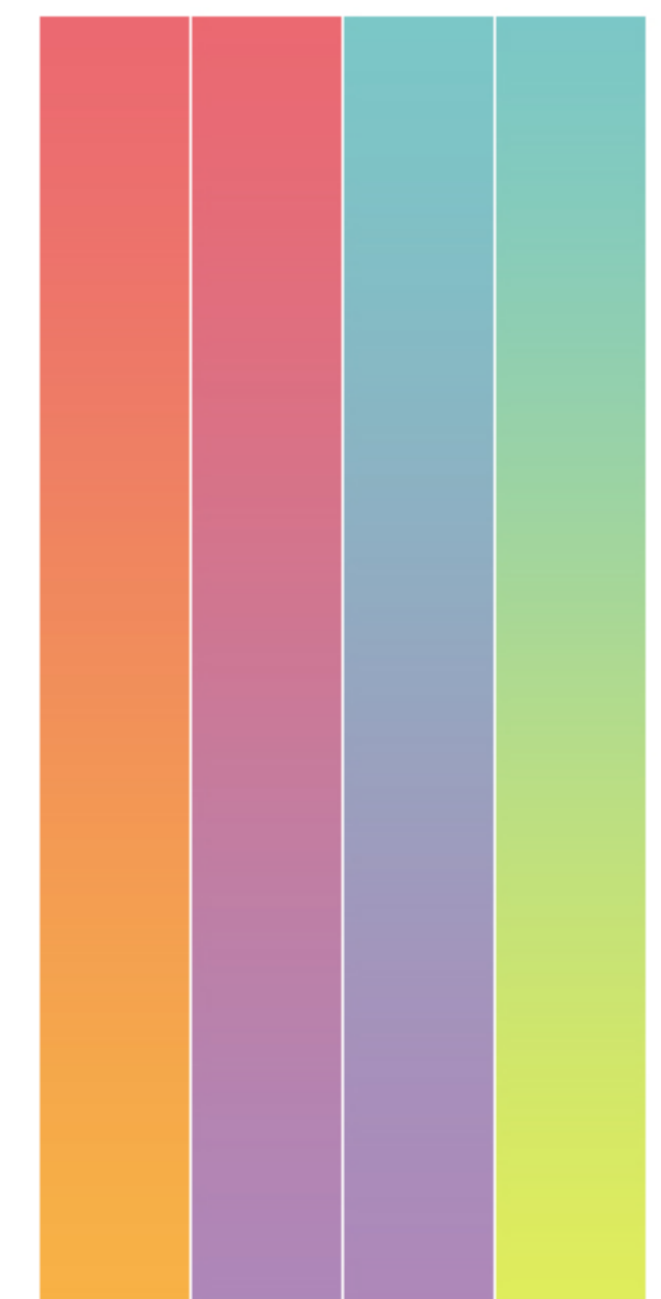
\$lime



\$tang

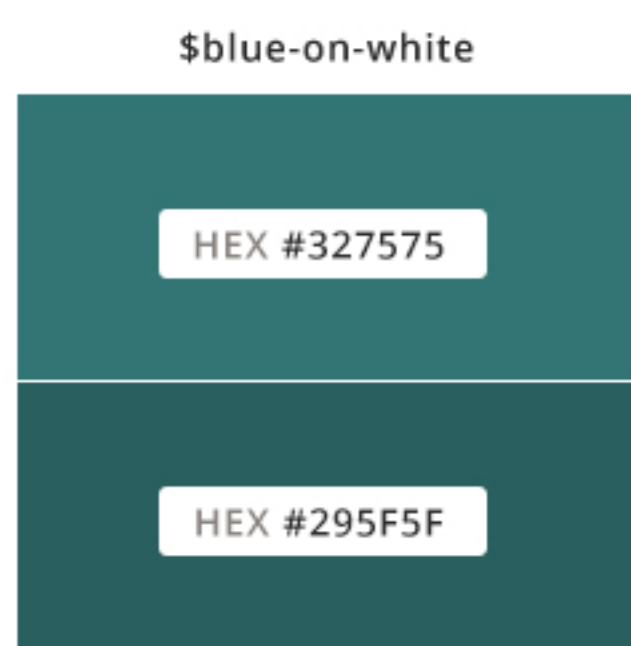
← Can safely be used over or under \$black

GRADIENTS



Allowable combinations when creating gradients

ACCESSIBLE DARK (FOR SMALL SIZES OVER \$WHITE & \$OFFWHITE)

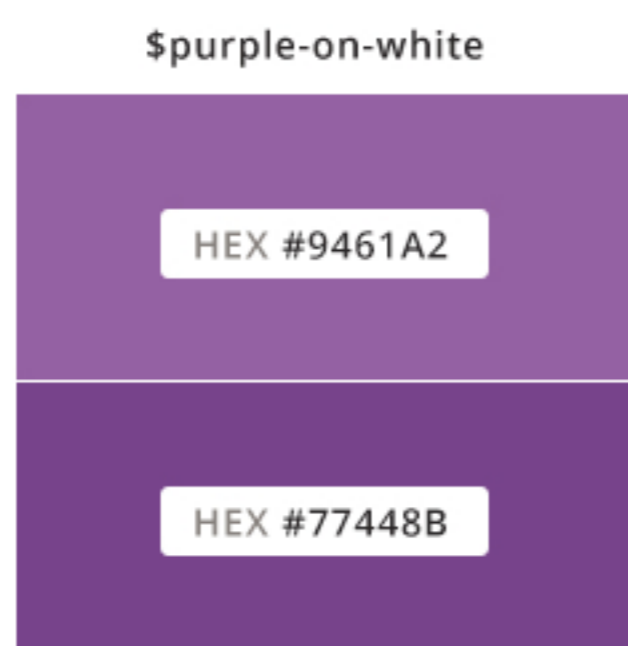


\$blue-on-white

HEX #327575

HEX #295F5F

\$blue-on-offwhite



\$purple-on-white

HEX #9461A2

HEX #77448B

\$purple-on-offwhite



\$red-on-white

HEX #DB1E2A

HEX #B11030

\$red-on-offwhite

← Can safely be used over \$white

← Can safely be used over \$offwhite