

Brand Colors

Be thoughtful in the color story you build. Balance heavy color saturation with more minimal uses in other areas. Use contrasting colors to build energy, complementing colors to simplify your layout. Be careful not to over use color in your layouts, pair color with large areas of white space. Whenever possible, use colors at full saturation. Avoid screens of color, gradients, or fading color to white.

Tangerine:

Pantone 1665
CMYK: 0/75/100/0
RGB: 241/93/34
#F15D22

Steel blue:

Pantone 7468
CMYK: 100/45/26/0
RGB: 0/119/160
#0077A0

Cranberry:

Pantone 215
CMYK: 25/100/48/8
RGB: 204/13/95
#D60D5F

Sky:

Pantone 2905
CMYK: 41/8/2/0
RGB: 125/206/241
#7DCEF1

Green:

Pantone 348
CMYK: 97/22/100/9
RGB: 0/148/72
#009448

Gold:

Pantone 113
CMYK: 2/8/80/0
RGB: 255/237/70
#FFED46

Charcoal:

Pantone 7c
CMYK: 0/0/0/90
RGB: 51/51/51
#333333