

# BRAND COLORS

## PRIMARY BRAND COLORS

Our primary logo colors are blue and white.



**PANTONE 2945 C**  
 CMYK 100 73 20 5  
 RGB 0 83 137  
 HEX# 005389

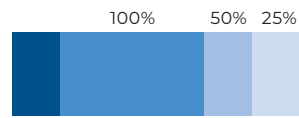


**WHITE**  
 CMYK 0 0 0 0  
 RGB 255 255 255  
 HEX# FFFFFFFF

Color values are from the current Pantone Color Bridge Guides for process printing.

## SECONDARY COLORS

The secondary color palette supports and complements the primary logo colors.



**PANTONE 279 C**  
 CMYK 69 34 0 0  
 RGB 66 143 236  
 HEX# 418FEC



**PANTONE 7712 C**  
 CMYK 99 2 21 17  
 RGB 0 134 161  
 HEX# 0086A1



**PANTONE 569 C**  
 CMYK 96 1 59 20  
 RGB 0 130 110  
 HEX# 00826E



**PANTONE 370 C**  
 CMYK 49 0 100 30  
 RGB 101 142 30  
 HEX# 658E1E



**PANTONE 7413 C**  
 CMYK 0 52 86 2  
 RGB 221 135 56  
 HEX# DD8738



**PANTONE 2343 C**  
 CMYK 14 71 31 17  
 RGB 169 85 109  
 HEX# A9556D



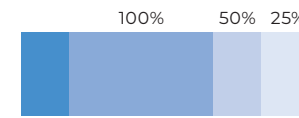
**PANTONE 2583 C**  
 CMYK 42 71 0 0  
 RGB 161 94 194  
 HEX# A15EC2



**PANTONE 295 C**  
 CMYK 100 63 0 67  
 RGB 0 40 88  
 HEX# 002858

## POP ACCENT COLORS

Pop accent colors are used more sparingly to add interest. They work best as small details.



**PANTONE 7451 C**  
 CMYK 45 25 0 0  
 RGB 137 171 242  
 HEX# 89ABF2



**PANTONE 3262 C**  
 CMYK 81 0 40 0  
 RGB 0 191 184  
 HEX# 00BFB8



**PANTONE 338 C**  
 CMYK 52 0 36 0  
 RGB 109 208 189  
 HEX# 6DD0BD



**PANTONE 375 C**  
 CMYK 40 0 98 0  
 RGB 152 216 0  
 HEX# 98D801



**PANTONE 2006C**  
 CMYK 1 21 76 1  
 RGB 234 188 83  
 HEX# EABC53



**PANTONE 2345 C**  
 CMYK 0 67 52 0  
 RGB 255 108 114  
 HEX# FF6C72



**PANTONE 522 C**  
 CMYK 24 40 0 0  
 RGB 185 156 207  
 HEX# B99CCF