

Color palette

Color is what gives us our personality. It is a vibrant way to display our brand's character and is an integral part of our identity. We are bold and colorful.

Seven colors have been carefully selected to reflect our brand identity. These colors may be used for typography, charts/graphs. PowerPoint presentations, packaging and to highlight specific information within printed and digital material. These colors

may also be used for our user interface layouts. They must be used as solid colors only. Tints and grades are not permitted. The color breakdowns are shown for CMYK, RGB and HTML web safe colors.



C 62 #50C4C3
M 0 R 80
Y 28 G 196
K 0 B 195



C 10 #91989C
M 0 R 145
Y 0 G 152
K 50 B 156



C 79 #34424C
M 63 R 52
Y 52 G 66
K 41 B 76



C 74 #218894
M 0 R 33
Y 56 G 184
K 0 B 148



C 0 #FBB048
M 35 R 251
Y 80 G 176
K 0 B 75



C 0 #F05654
M 81 R 240
Y 65 G 86
K 0 B 84



C 15 #06DADC
M 9 R 214
Y 10 G 218
K 0 B 220