

Brand Color Palette Standards Document

Primary Palette



Primary Blue
HEX: #005A9C
RGB: 0, 90, 156
CMYK: 100, 42, 0, 39

Secondary Palette



Secondary Cyan
HEX: #0A8DC0
RGB: 10, 141, 192
CMYK: 95, 27, 12, 0

Accent Colors



Accent Yellow
HEX: #F5B700
RGB: 245, 183, 0
CMYK: 0, 25, 100, 4

Neutral Palette



Neutral Light
HEX: #e6e6e6
RGB: 230, 230, 230
CMYK: 0, 0, 0, 10



Neutral Dark
HEX: #222222
RGB: 34, 34, 34
CMYK: 0, 0, 0, 87