color palettes

FULL COLOR IDENTITY PALETTE

PANTONE 7418
R 187 G 70 B 75
HEX BB464B
C 20 M 85 Y 69 K 7

PANTONE 7416
R 224 G 104 B 75
HEX E0684B
C 8 M 73 Y 76 K 0

PANTONE Warm Gray 2
R 213 G 210 B 202
HEX D5D2CA
C 16 M 13 Y 18 K 0

PANTONE Warm Gray 1
R 224 G 222 B 216
HEX E0DED8
C 11 M 9 Y 12 K 0

WHITE
R 255 G 255 B 255
HEX FFFFFF
C 0 M 0 Y 0 K 0

MONOCHROME IDENTITY PALETTE

PANTONE Black 3
R 37 G 44 B 38
HEX 252C26
C 72 M 46 Y 56 K 95

PANTONE Cool Gray 10
R 97 G 99 B 101
HEX 616365
C 38 M 29 Y 20 K 58

PANTONE Cool Gray 3
R 201 G 202 B 200
HEX C9CAC8
C 8 M 5 Y 6 K 13

WHITE
R 255 G 255 B 255
HEX FFFFFF
C 0 M 0 Y 0 K 0

WEB SITE COLOR PALETTE

CUSTOM Footer
R 21 G 18 B 33
HEX 151221
C 81 M 78 Y 56 K 74

CUSTOM Header
R 32 G 25 B 54
HEX 201936
C 88 M 88 Y 47 K 58

CUSTOM Background
R 42 G 35 B 66
HEX 2A2342
C 86 M 87 Y 44 K 48

CUSTOM Container
R 63 G 52 B 97
HEX 3F3461
C 85 M 87 Y 34 K 24

CUSTOM Link Text
R 147 G 121 B 230
HEX 9379E6
C 51 M 56 Y 0 K 10

CUSTOM Link Hover
R 191 G 171 B 255
HEX BFABFF
C 27 M 32 Y 0 K 0

CUSTOM Button Hover
R 187 G 70 B 75
HEX BB464B
C 20 M 85 Y 69 K 7

CUSTOM Menu Hover 1
R 224 G 104 B 75
HEX E0684B
C 8 M 73 Y 75 K 0

CUSTOM Menu Hover 2
R 255 G 118 B 86
HEX FF7656
C 0 M 67 Y 67 K 0

CUSTOM Text
R 213 G 210 B 202
HEX D5D2CA
C 16 M 13 Y 18 K 0

WHITE
R 255 G 255 B 255
HEX FFFFFF
C 0 M 0 Y 0 K 0