



# Colors



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**Using the correct colors is critical to maintaining the right tone and balance. Use this simple formula throughout all applications to ensure our communication is consistent and unified.**

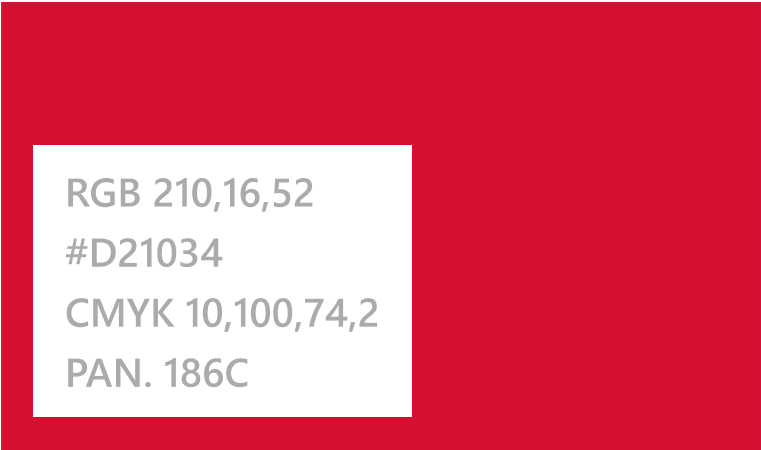
## Primary and Secondary Colors

Accent colors should be used sparingly and as a means to identify a specific service.

## Tertiary Colors

Exceptions to this may be seen in graphs, infographics and contained applications, where multiple colors serve a function and purpose. For this purpose only the following tertiary colors have been defined.





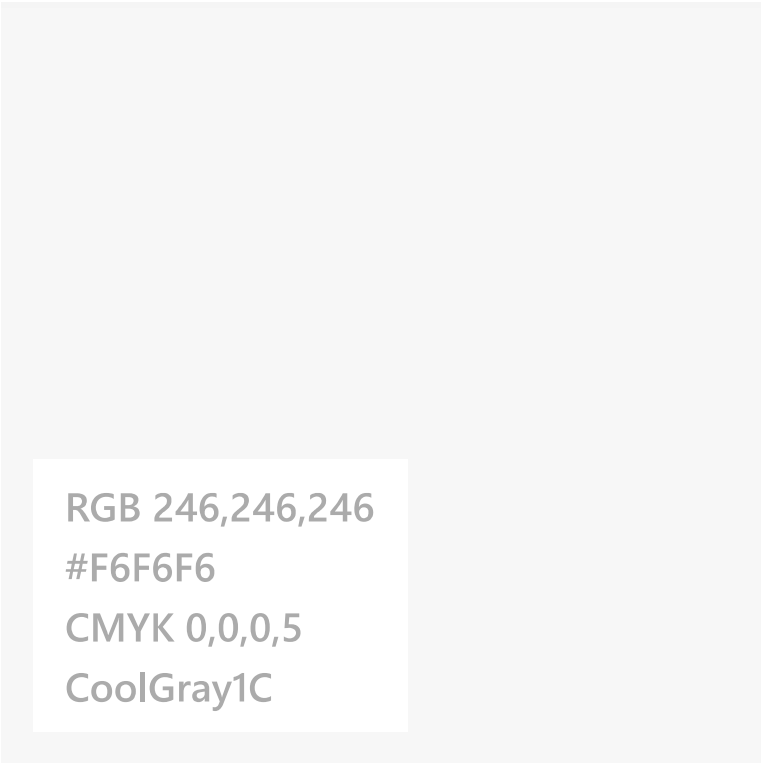
Red



Dark Red

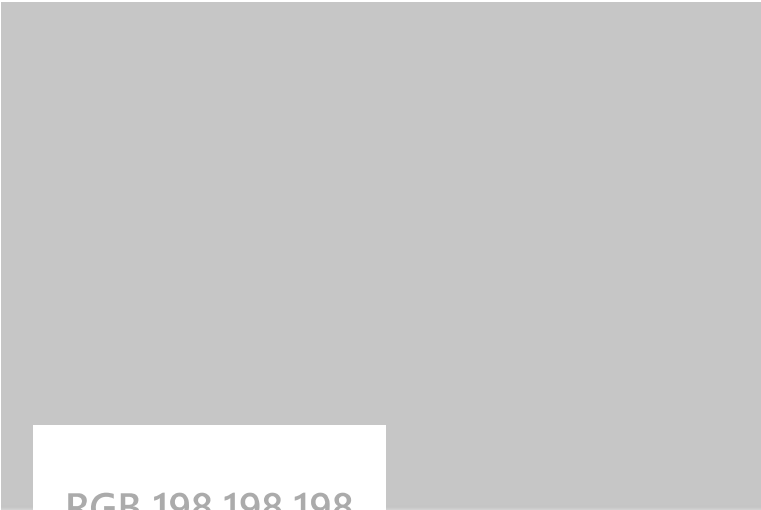
RGB 255,255,255  
#FFFFFF  
CMYK 0,0,0,0

White



RGB 246,246,246  
#F6F6F6  
CMYK 0,0,0,5  
CoolGray1C

Light Gray



RGB 102,102,102  
#666666  
CMYK 0,0,0,50  
CoolGray5C

RGB 190,190,190  
#C6C6C6  
CMYK 0,0,0,30  
CoolGray4C

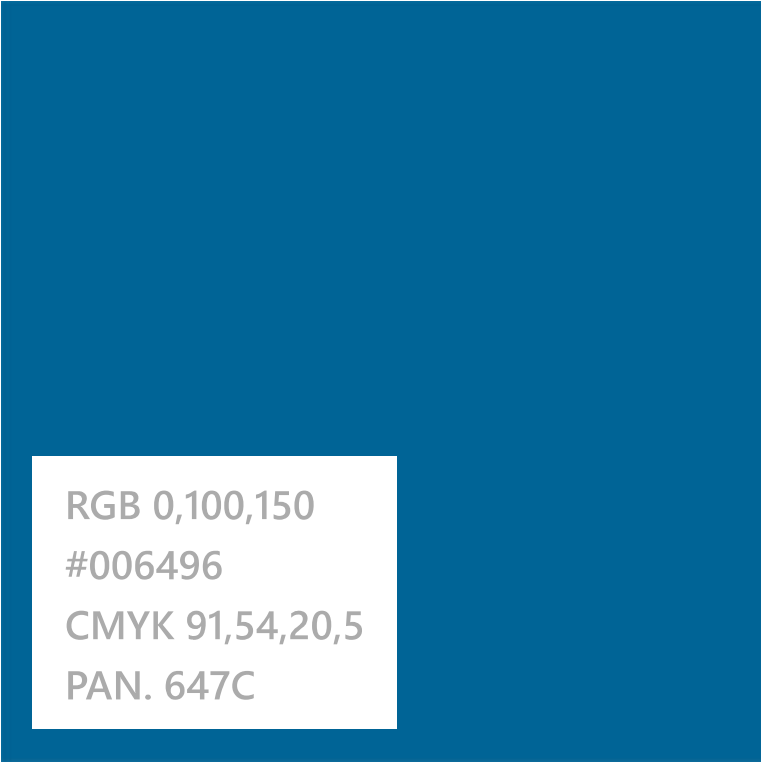
Medium Gray

RGB 60,60,60  
#3C3C3B  
CMYK 0,0,0,90  
Black7C

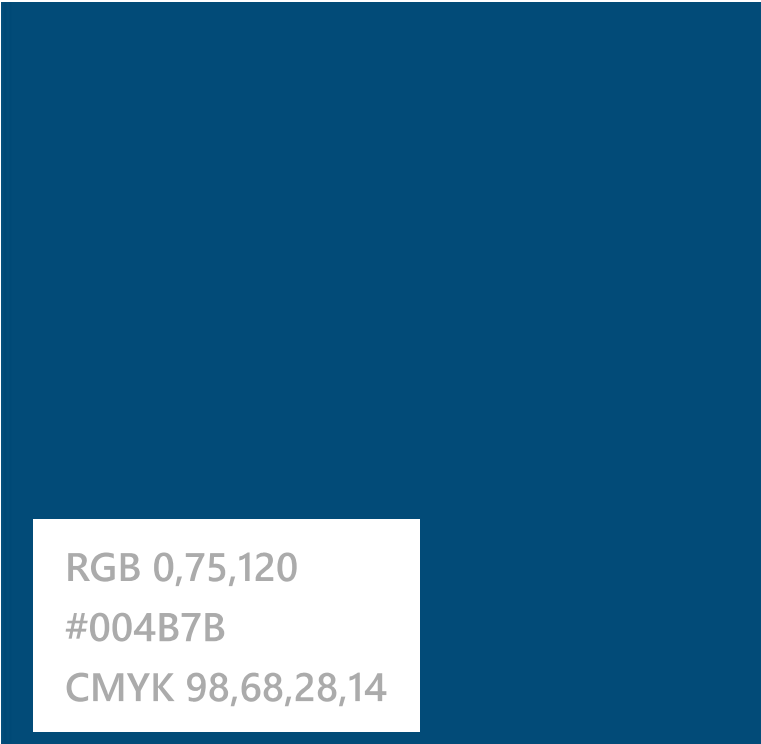
RGB 0,0,0  
#000000



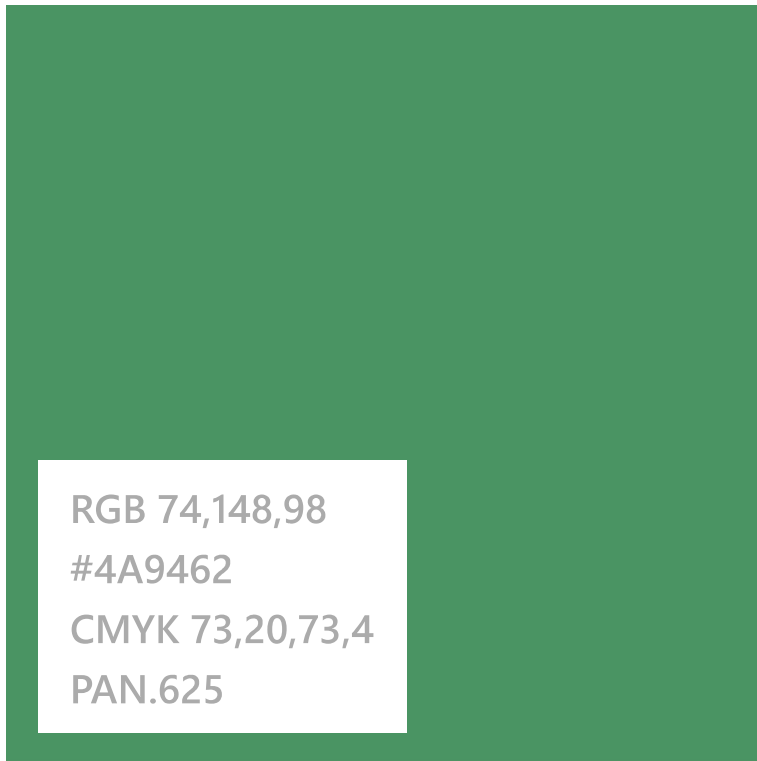
Black



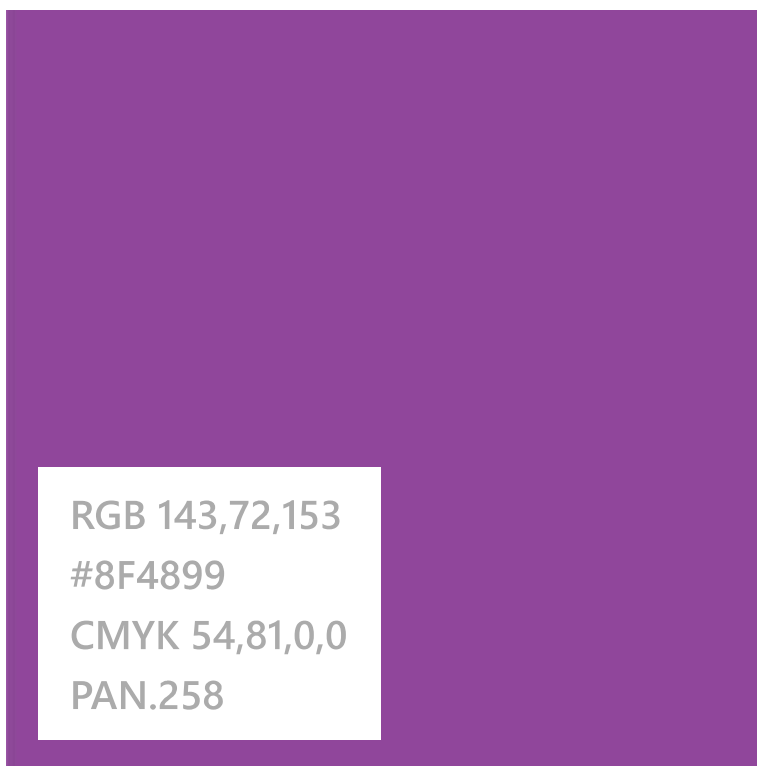
Technology Blue



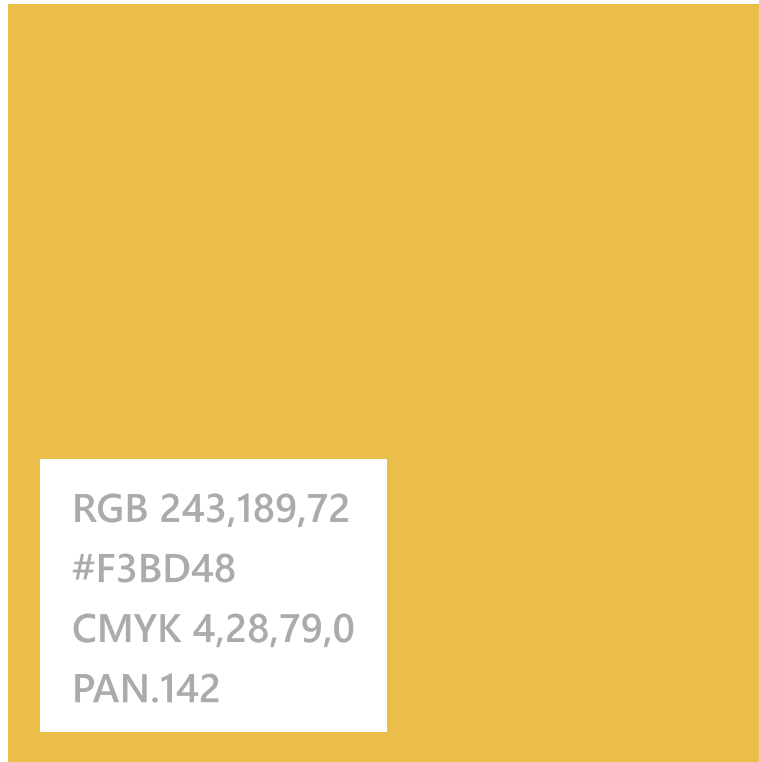
Dark Blue



Forest Green



Berry



Sunset Yellow

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