

Family Color Palette Values

To maintain visual consistency across platforms, use the appropriate brand color formats for each medium:

Digital Applications

HEX: Compact, accurate color values for web development.

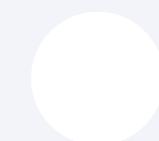
RGB: Color reference for digital media design.

Print Applications

CMYK: Four-color process used for print material production.

Pantone: A global standardized color system for precise selection and communication.

Neutral Colors

 White #FFFFFF R255 G255 B255 C0 M0 Y0 K0 -	 Black #080A0F R8 G10 B15 C92 M87 Y81 K73 Pantone Black 6 C
 Gray 1 #F2F5FA R242 G245 B250 C7 M3 Y0 K0 Pantone 538 C 50%	 Gray 2 #D7E0EC R215 G224 B236 C20 M9 Y4 K0 Pantone 538 C
 Gray 3 #BAC8DC R186 G200 B220 C33 M17 Y8 K0 Pantone 536 C	 Gray 4 #8D9BB1 R141 G155 B177 C53 M35 Y22 K0 Pantone 535 C
 Gray 5 #5E6879 R94 G104 B121 C72 M59 Y45 K1 Pantone 4129 C	 Gray 6 #333847 R51 G56 B71 C85 M79 Y60 K31 Pantone 4131 C

Multi-Colors

 Purple 1 #FOEDFF R240 G237 B255 C7 M8 Y0 K0 Pantone 263 C 50%	 Purple 2 #E7DCFF R231 G220 B255 C12 M17 Y0 K0 Pantone 263 C	 Purple 3 #CBB4FC R203 G180 B252 C27 M35 Y0 K0 Pantone 2645 C	 Purple 4 #9868DF R152 G194 B223 C58 M66 Y0 K0 Pantone 2665 C	 Purple 5 #6240A3 R98 G64 B163 C76 M85 Y0 K0 Pantone 2089 C	 Purple 6 #34296B R52 G41 B107 C92 M98 Y21 K14 Pantone 2105 C
 Blue 1 #E1F8FF R225 G248 B255 C15 M0 Y0 K0 Pantone 2975 C 50%	 Blue 2 #COEDFF R192 G237 B255 C29 M0 Y0 K0 Pantone 297 C	 Blue 3 #81D4FA R129 G212 B250 C50 M5 Y0 K0 Pantone 298 C	 Blue 4 #00AEF9 R0 G174 B249 C72 M22 Y0 K0 Pantone 2192 C	 Blue 5 #076BAF R7 G107 B175 C88 M57 Y7 K0 Pantone 2384 C	 Blue 6 #00407C R0 G64 B124 C98 M82 Y21 K9 Pantone 7693 C
 Green 1 #E1FCF8 R225 G252 B248 C16 M0 Y7 K0 Pantone 573 50%	 Green 2 #BAF5DD R186 G245 B221 C33 M0 Y23 K0 Pantone 572 C	 Green 3 #83EAAD R131 G234 B173 C51 M0 Y46 K0 Pantone 353 C	 Green 4 #37AA7B R55 G170 B123 C75 M9 Y63 K0 Pantone 2416 C	 Green 5 #2D6652 R45 G102 B82 C80 M40 Y66 K25 Pantone 3425 C	 Green 6 #19423A R25 G566 B58 C85 M52 Y66 K50 Pantone 3305 C
 Lime 1 #F5F6EB R245 G246 B235 C5 M2 Y10 K0 Pantone 7485 C 50%	 Lime 2 #E1E8C6 R225 G232 B198 C17 M4 Y29 K0 Pantone 7485 C	 Lime 3 #C5CE86 R197 G206 B134 C31 M11 Y57 K0 Pantone 5787 C	 Lime 4 #B28E4F R130 G142 B79 C55 M33 Y76 K9 Pantone 5767 C	 Lime 5 #565B25 R86 G91 B37 C63 M46 Y94 K36 Pantone 5757 C	 Lime 6 #333A16 R51 G58 B22 C70 M54 Y100 K60 Pantone 5747 C
 Orange 1 #FDF1E7 R253 G241 B231 C1 M7 Y10 K0 Pantone 475 C 50%	 Orange 2 #FADFBB R250 G223 B191 C3 M16 Y28 K0 Pantone 475 C	 Orange 3 #F4B47B R244 G180 B123 C6 M37 Y55 K0 Pantone 472 C	 Orange 4 #C0723D R192 G114 B61 C24 M60 Y79 K8 Pantone 7583 C	 Orange 5 #724B30 R114 G75 B48 C44 M63 Y79 K39 Pantone 7588 C	 Orange 6 #472E1C R71 G46 B28 C52 M69 Y85 K64 Pantone 7596 C