

# 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

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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

	<b>Purple 1</b> #F0EDFF R240 G237 B255 C7 M8 Y0 K0 Pantone 263 C 50%		<b>Purple 2</b> #E7DCFF R231 G220 B255 C12 M17 Y0 K0 Pantone 263 C		<b>Purple 3</b> #CBB4FC R203 G180 B252 C27 M35 Y0 K0 Pantone 2645 C		<b>Purple 4</b> #9868DF R152 G194 B223 C58 M66 Y0 K0 Pantone 2665 C		<b>Purple 5</b> #6240A3 R98 G64 B163 C76 M85 Y0 K0 Pantone 2089 C		<b>Purple 6</b> #34296B R52 G41 B107 C92 M98 Y21 K14 Pantone 2105 C
	<b>Blue 1</b> #E1F8FF R225 G248 B255 C15 M0 Y0 K0 Pantone 2975 C 50%		<b>Blue 2</b> #C0EDFF R192 G237 B255 C29 M0 Y0 K0 Pantone 297 C		<b>Blue 3</b> #81D4FA R129 G212 B250 C50 M5 Y0 K0 Pantone 298 C		<b>Blue 4</b> #00AEF9 R0 G174 B249 C72 M22 Y0 K0 Pantone 2192 C		<b>Blue 5</b> #076BAF R7 G107 B175 C88 M57 Y7 K0 Pantone 2384 C		<b>Blue 6</b> #00407C R0 G64 B124 C98 M82 Y21 K9 Pantone 7693 C
	<b>Green 1</b> #E1FCF8 R225 G252 B248 C16 M0 Y7 K0 Pantone 573 50%		<b>Green 2</b> #BAF5DD R186 G245 B221 C33 M0 Y23 K0 Pantone 572 C		<b>Green 3</b> #83EAAD R131 G234 B173 C51 M0 Y46 K0 Pantone 353 C		<b>Green 4</b> #37AA7B R55 G170 B123 C75 M9 Y63 K0 Pantone 2416 C		<b>Green 5</b> #2D6652 R45 G102 B82 C80 M40 Y66 K25 Pantone 3425 C		<b>Green 6</b> #19423A R25 G566 B58 C85 M52 Y66 K50 Pantone 3305 C
	<b>Lime 1</b> #F5F6EB R245 G246 B235 C5 M2 Y10 K0 Pantone 7485 C 50%		<b>Lime 2</b> #E1E8C6 R225 G232 B198 C17 M4 Y29 K0 Pantone 7485 C		<b>Lime 3</b> #C5CE86 R197 G206 B134 C31 M11 Y57 K0 Pantone 5787 C		<b>Lime 4</b> #828E4F R130 G142 B79 C55 M33 Y76 K9 Pantone 5767 C		<b>Lime 5</b> #565B25 R86 G91 B37 C63 M46 Y94 K36 Pantone 5757 C		<b>Lime 6</b> #333A16 R51 G58 B22 C70 M54 Y100 K60 Pantone 5747 C
	<b>Orange 1</b> #FDF1E7 R253 G241 B231 C1 M7 Y10 K0 Pantone 475 C 50%		<b>Orange 2</b> #FADFBF R250 G223 B191 C3 M16 Y28 K0 Pantone 475 C		<b>Orange 3</b> #F4B47B R244 G180 B123 C6 M37 Y55 K0 Pantone 472 C		<b>Orange 4</b> #C0723D R192 G114 B61 C24 M60 Y79 K8 Pantone 7583 C		<b>Orange 5</b> #724B30 R114 G75 B48 C44 M63 Y79 K39 Pantone 7588 C		<b>Orange 6</b> #472E1C R71 G46 B28 C52 M69 Y85 K64 Pantone 7596 C