Brand Color Standards

To ensure visual consistency across all media, please use the appropriate brand color modes for different carriers:

Digital Design

HEX: Exact, concise values for web development.
RGB: Reference values for all digital media.

Print Design

CMYK: Four-color process guide for presses.
Pantone®: International spot-color standard for precise matching.

Important Note
The brand logo may appear only in black or white.

Color Values

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