



**SYNCHRONY
LABS**

Style Guide
Colors & Fonts

Primary Colors



Dark Navy
C=94 M=76 Y=52 K=61
R=3 G=34 B=53
#032235



Bright Red
C=12 M=100 Y=100 K=4
R=207 G=0 B=0
#CF0000



Vibrant Teal
C=63 M=5 Y=27 K=0
R=85 G=185 B=190
#55B9BE

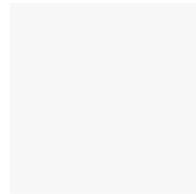


White
C=0 M=0 Y=0 K=0
R=255 G=255 B=255
#FFFFFF

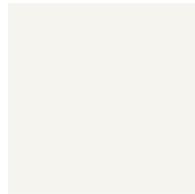
Secondary Colors



Steel Blue
C=61 M=28 Y=0 K=29
R=70 G=130 B=180
#4682b4



Ghost White
C=0 M=0 Y=0 K=3
R=247 G=247 B=248
#F7F7F8



Cream
C=3 M=2 Y=5 K=0
R=245 G=244 B=238
#F5F4EE



Black
C=0 M=0 Y=0 K=255
R=0 G=0 B=0
#000000

Fonts

Greycliff CF is the only approved typeface. Any font weight is acceptable. Other typefaces used for substitutions and pairings must be submitted for approval.



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Style Guide
Logos

Primary Logos



Icons

