- Logo Purple Center #412354 rgb 65, 35, 84
- Logo gradient rgb 158, 20, 96 rgb 64, 35, 18
- Gradient Chocolate
- #402312 rgb 64, 35, 18

  Gradient Raspberry
- #9e1460 rgb 158, 20, 96

  Dark-tone berry
- #51082F rgb 81, 8, 47
  Light-tone taupe/gray
  #bab19c rgb 186, 177, 156