

Color specifications

Orange is the primary color of the brand and should be used purposefully with subtle and elegance in combination of the EXL secondary color palette. Secondary colors can be used at 100% opacity or as tints as indicated to the right of this page.

Primary

EXL orange

Pantone

PMS 172 C

C0

R251

HEX

M80

G78

FB4E0B

Y98

B11

K0

Secondary

EXL slate gray

Pantone

PMS 433 C

C80

R46

HEX

M69

G54

2e3643

Y52

B67

K48

EXL slate gray (70% tint)

EXL slate gray (40% tint)

EXL midnight blue

Pantone

PMS 3025 C

C97

R0

HEX

M66

G80

005071

Y36

B113

K18

EXL midnight blue (70% tint)

EXL midnight blue (40% tint)

EXL light blue

Pantone

PMS 628 C

C12

R220

HEX

M0

G243

dcf3fa

Y1

B250

K0

EXL light blue (50% tint)

Black

C0

R0

HEX

M0

G0

000000

Y0

B0

K100

White

C0

R255

HEX

M0

G255

FFFFFF

Y0

B255

K0

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ADA guidance

For ADA compliance, this chart shows acceptable color combinations when using our brand colors in text on color backgrounds for digital application.

All
Means all text is usable at any size

Large
Refers to large text above 18 pt. or 14 pt. bold

/
Means this combination is not acceptable

	EXL orange background	EXL midnight blue background	EXL midnight blue 70% background	EXL midnight blue 40% background	EXL light blue background	EXL slate gray background	EXL slate gray 70% background	EXL white background	EXL black background
EXL orange type					All	Large		Large	Large
EXL midnight blue type				Large	All			Large	
EXL midnight blue 70% type					Large			Large	Large
EXL midnight blue 40% type						Large	Large		All
EXL light blue type		All				All	Large		All
EXL slate gray type	Large			All	All			All	
EXL slate gray 70% type					All			Large	Large
EXL white type	Large	Large	All			All	All		All
EXL black type	Large		All	All	All		Large	All	

ADA color standards

The Americans with Disabilities Act of 1990 (ADA) prohibits discrimination and ensures equal opportunity for persons with disabilities in employment, state, and local government services, public accommodations, commercial facilities, and transportation.

Web Content Accessibility Guidelines (WCAG) were developed in response to the ADA by the World Wide Web Consortium (W3C), in cooperation with individuals and organizations around the world, with a goal of providing a single shared standard for Web content accessibility that meets the needs of individuals, organizations, and governments.