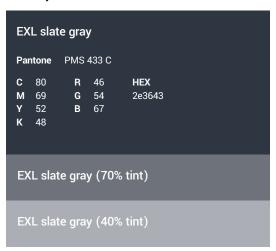
# **Color specifications**

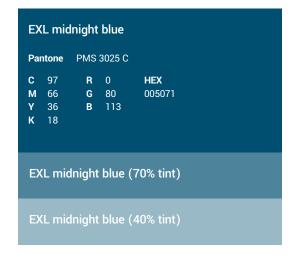
Orange is the primary color of the brand and should be used purposefully with subtle and elegance in combination of the EXL secondary color palette. Secondary colors can be used at 100% opacity or as tints as indicated to the right of this page.

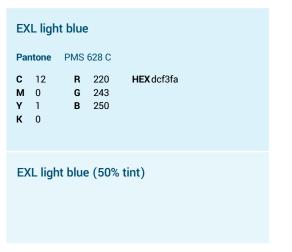
### Primary

```
EXL orange
 Pantone PMS 172 C
C 0 R 251 HEX
M 80 G 78 FB4E0B
Y 98 B 11
```

### Secondary









# **ADA** guidance

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

### ΑII

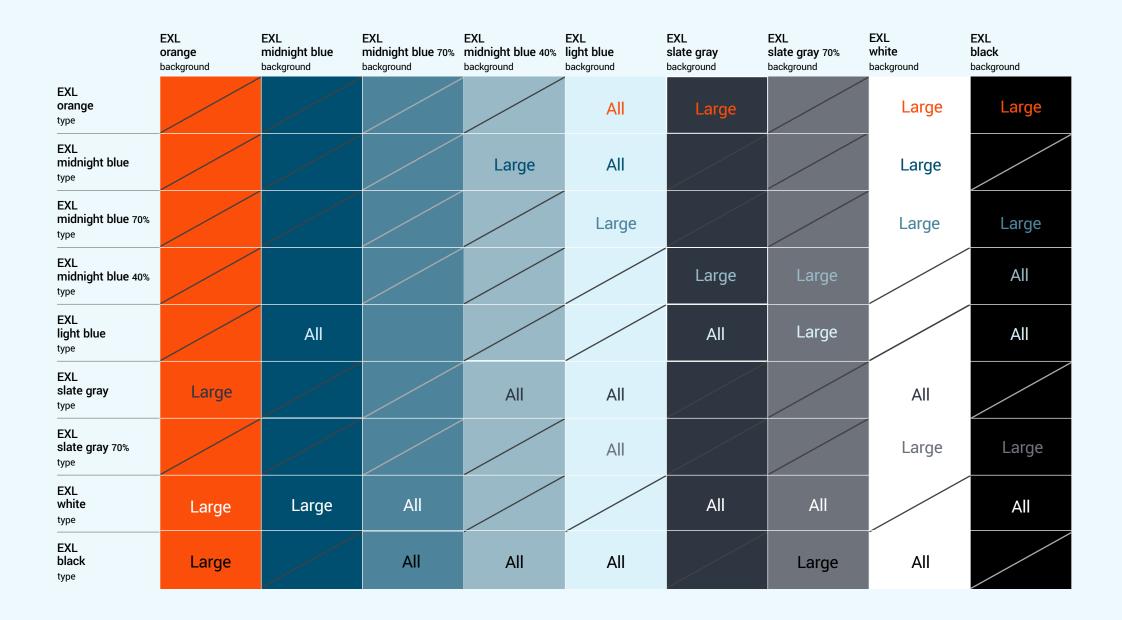
Means all text is usable at any size

### Large

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

1

Means this combination is not acceptable



#### **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.