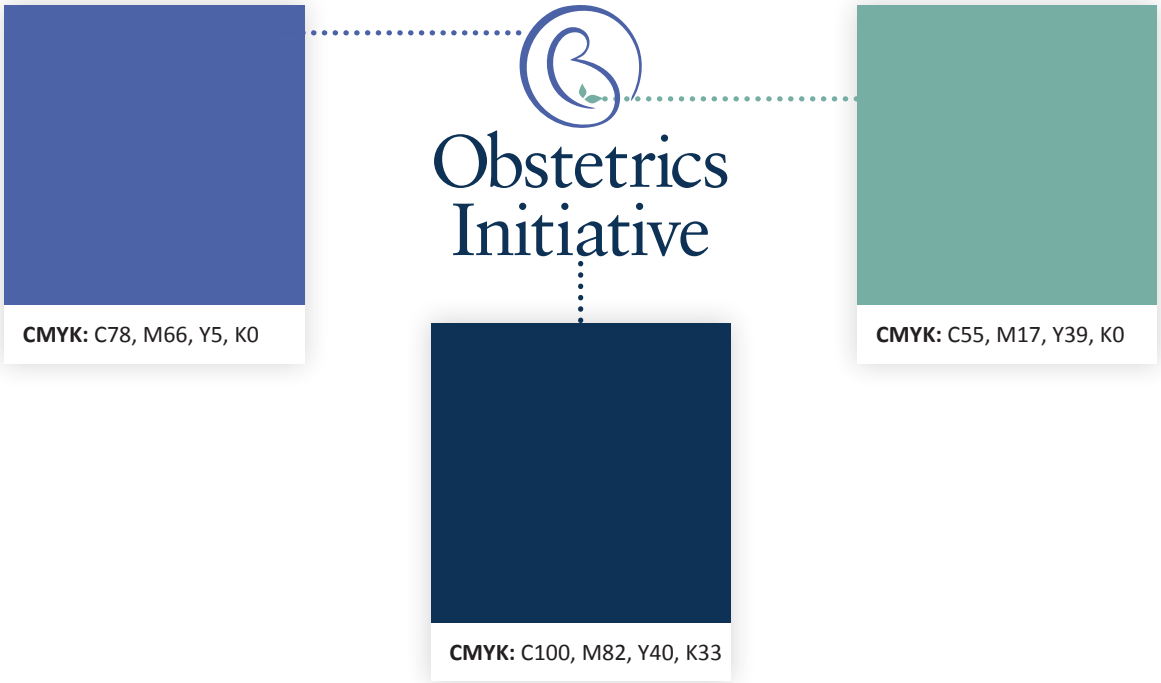
Color Palette



Primary palette — logo signature colors

Our signature color palette creates a powerful differentiator for our brand. Using this palette appropriately and consistently creates an additional layer of distinction.

Signature colors may be used extensively both for large areas of color and as accent colors.

COLOR	PRINT	WEB
Prussian Blue	**CMYK:** C100, M82, Y40, K33	#0B3357 **RGB:** R11, G51, B87
Liberty Purple	**CMYK:** C78, M66, Y5, K0	#5062A5 **RGB:** R80, G98, B165
Green Sheen	**CMYK:** C55, M17, Y39, K0	#79AEA3 **RGB:** R121, G174, B163

Color Palette

Secondary palette — supporting colors

The colors in our supporting palette were chosen to complement our primary palette, providing additional range to the brand experience. They work well as accent colors or as backgrounds behind typography or graphics, but should never replace the primary palette as the main color(s).

COLOR	PRINT	WEB
Lilac Luster	**CMYK:** C35, M44, Y22, K0	#AB91A5 **RGB:** R171, G145, B165
Blue Gray	**CMYK:** C57, M36, Y7, K0	#7492BF **RGB:** 116, G146, B191
Pale Cerulean	**CMYK:** C39, M13, Y7, K0	#98C1D9 **RGB:** R152, G193, B217
Lavendar Gray	**CMYK:** C20, M20, Y11, K0	#CAC4CE **RGB:** R202, G196, B206
Jasmine	**CMYK:** C2, M13, Y55, K0	#FCDB88 **RGB:** R252, G219, B136
Ivory	**CMYK:** C2, M2, Y8, K0	#F8F4E9 **RGB:** R248, G244, B233

Tertiary palette — supporting colors

The colors in our tertiary palette are primarily used for data visualizations, but also work well as accent colors. They compliment the primary and secondary palettes. Importantly, though, when used in data visualizations they are accessible for people with color blindness.

COLOR	PRINT	WEB
Turquoise Green	**CMYK:** C26, M3, Y29, K0	#BDD9BF **RGB:** R189, G217, B191
Middle Gray	**CMYK:** C45, M37, Y46, K4	#929084 **RGB:** R146, G144, B132
Maximum Yellow Red	**CMYK:** C0, M22, Y66, K0	#FFC857 **RGB:** R255, G200, B87
Blue Bell	**CMYK:** C24, M32, Y0, K13	#A997DF **RGB:** R169, G151, B223
Imperial Red	**CMYK:** C0, M78, Y74, K10	#E5323B **RGB:** R229, G50, B59
Melon	**CMYK:** C0, M29, Y34, K1	#FCB2A7 **RGB:** R252, G178, B167
Charcoal	**CMYK:** C44, M22, Y0, K68	#2E4052 **RGB:** R46, G64, B82