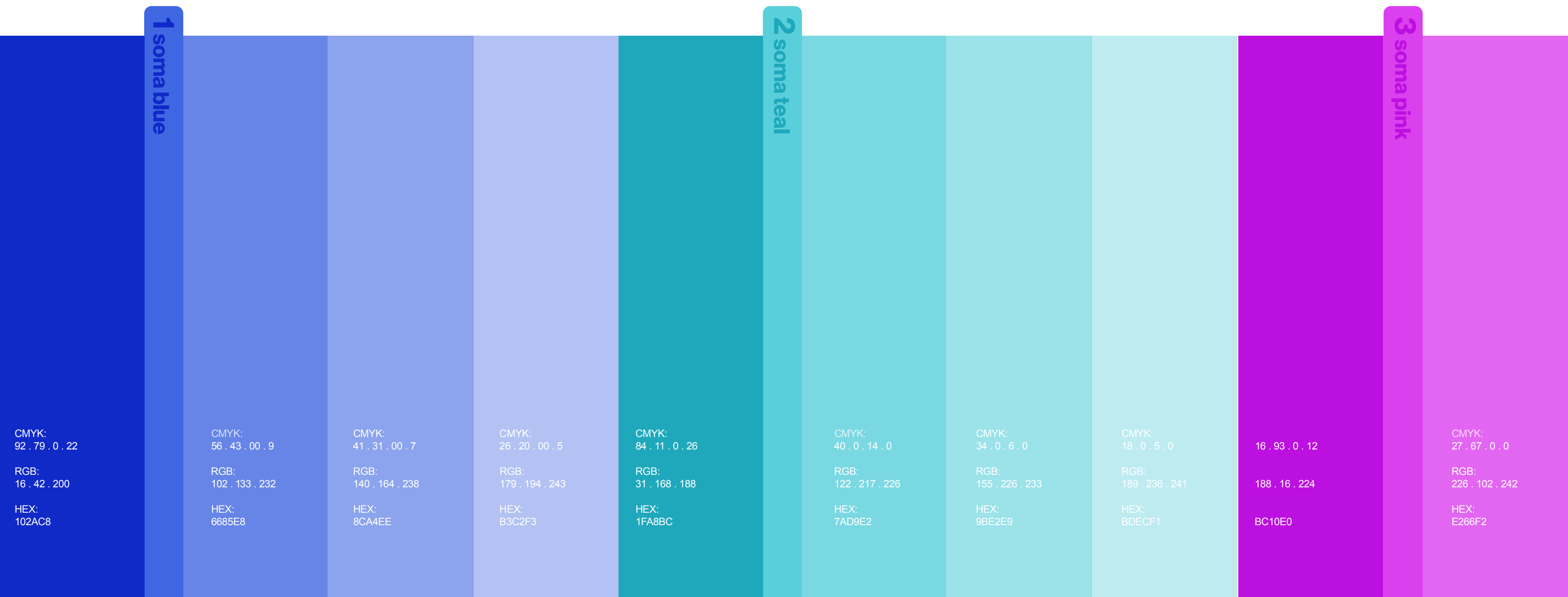


Extended Primary Colors

The Somalogic look & feel is multicolored and energetic in nature. When designing compositions, use these shades and tints to achieve depth and variation. Avoid adding secondary colors (pg. 06) whenever possible to keep the color story simple and consistent. If a piece of collateral calls for another color to add depth or to accentuate certain information, add colors from secondary palette. Please add secondary colors sparingly, use them only as highlights or “sprinkles”, except when applying the colors to data visualization, where differentiation with color is a functional element.



Extended Secondary Colors

WHEN TO USE

This extended color palette is mainly utilized as options for visual data display, graphs and charts; particularly in infographic and PowerPoint applications where multicolor approach serves as a functional visual aid. Apply these colors to your data visuals after adding the primary and secondary palette first.

<div>RGB: 255 . 139 . 4</div> <div>CMYK: 0 . 55 . 100 . 0</div> <div>HEX: FF8B04</div>	<div>RGB: 20 . 117 . 61</div> <div>CMYK: 87 . 30 . 98 . 18</div> <div>HEX: 14753D</div>	<div>RGB: 2 . 68 . 79</div> <div>CMYK: 95 . 60 . 53 . 39</div> <div>HEX: 02444F</div>	<div>RGB: 0 . 81 . 210</div> <div>CMYK: 88 . 71 . 0 . 0</div> <div>HEX: 0051D2</div>	<div>RGB: 23 . 11 . 165</div> <div>CMYK: 99 . 99 . 0 . 1</div> <div>HEX: 170BA5</div>
<div>RGB: 255 . 170 . 15</div> <div>CMYK: 0 . 38 . 100 . 0</div> <div>HEX: FFAA0F</div>	<div>RGB: 47 . 152 . 98</div> <div>CMYK: 80 . 17 . 80 . 3</div> <div>HEX: 2F9862</div>	<div>RGB: 11 . 105 . 117</div> <div>CMYK: 89 . 44 . 45 . 16</div> <div>HEX: 0B6975</div>	<div>RGB: 0 . 119 . 224</div> <div>CMYK: 81 . 52 . 0 . 0</div> <div>HEX: 0077E0</div>	
<div>CMYK: 0 . 11 . 78 . 0</div> <div>RGB: 255 . 208 . 61</div> <div>HEX: FFD03D</div>	<div>CMYK: 53 . 0 . 51 . 0</div> <div>RGB: 110 . 197 . 158</div> <div>HEX: 6EC59E</div>	<div>CMYK: 70 . 5 . 0 . 32</div> <div>RGB: 52 . 164 . 173</div> <div>HEX: 34A4AD</div>	<div>CMYK: 83 . 1 . 0 . 0</div> <div>RGB: 0 . 174 . 239</div> <div>HEX: 00AEEF</div>	<div>CMYK: 63 . 75 . 0 . 20</div> <div>RGB: 76 . 52 . 205</div> <div>HEX: 4C34CD</div>
<div>RGB: 255 . 227 . 139</div> <div>CMYK: 1 . 9 . 55 . 0</div> <div>HEX: FFE38B</div>	<div>RGB: 168 . 220 . 197</div> <div>CMYK: 34 . 0 . 28 . 0</div> <div>HEX: A8DCC5</div>	<div>RGB: 133 . 200 . 206</div> <div>CMYK: 47 . 4 . 19 . 0</div> <div>HEX: 85C8CE</div>	<div>RGB: 102 . 206 . 245</div> <div>CMYK: 52 . 0 . 0 . 0</div> <div>HEX: 66CEF5</div>	<div>RGB: 148 . 133 . 225</div> <div>CMYK: 46 . 49 . 0 . 0</div> <div>HEX: 9485E1</div>
<div>RGB: 255 . 239 . 187</div> <div>CMYK: 0 . 4 . 31 . 0</div> <div>HEX: FFEFB8</div>	<div>RGB: 204 . 235 . 221</div> <div>CMYK: 19 . 0 . 16 . 0</div> <div>HEX: CCEBDD</div>	<div>RGB: 184 . 223 . 226</div> <div>CMYK: 26 . 1 . 10 . 0</div> <div>HEX: B8DFE2</div>	<div>RGB: 166 . 227 . 249</div> <div>CMYK: 31 . 0 . 1 . 0</div> <div>HEX: A6E3F9</div>	<div>RGB: 193 . 184 . 238</div> <div>CMYK: 22 . 26 . 0 . 0</div> <div>HEX: C1B8EE</div>

COLLATERAL

POWER POINT

Addressing global need in COVID-19 and future pandemic responses.

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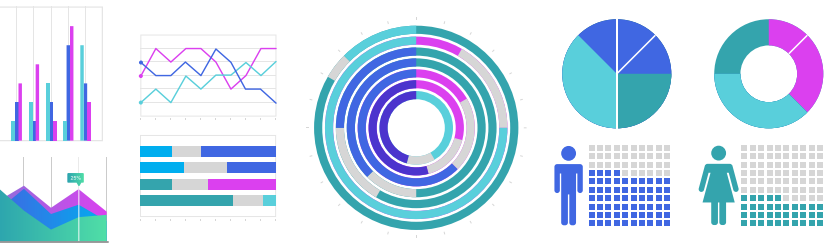
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Addressing global need in COVID-19 and future pandemic responses.

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