Palette

A distinctive color palette is fundamental in creating a strong and recognizable brand. The Conviva color palette is optimistic and approachable; it consists of three palettes:

Primary palette
The primary color palette consists of the three colors from the Conviva logo — Conviva Light Blue, Conviva Dark Blue, black — and white. Use of Conviva Light Blue and Conviva Dark Blue with ample white space provides the basis for the look and feel. Use them predominantly. Black may used for text. Conviva Light Blue and Conviva Dark Blue are also part of the Conviva gradient.*

Secondary palette
The primary colors are supported by a secondary palette of Conviva Light Blue tints and neutral colors. They are available for backgrounds, text, rules, tables and charts.
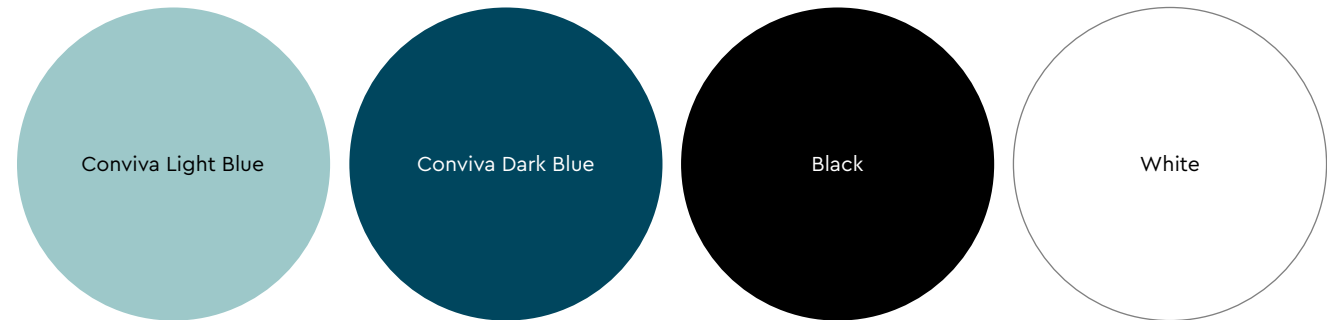
Tertiary palette
The tertiary palette has been developed for use in information graphics and to accent elements such as call-to-action buttons on web applications.
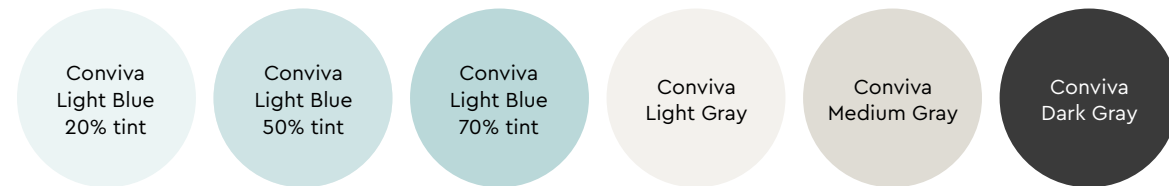
Do not use any colors other than those specified in our color palette.

*See next page for more details.

Primary color palette

| Conviva Light Blue | Conviva Dark Blue | Black | White |

Secondary color palette

| Conviva Light Blue 20% tint | Conviva Light Blue 50% tint | Conviva Light Blue 70% tint | Conviva Light Gray | Conviva Medium Gray | Conviva Dark Gray |

Tertiary color palette

| Conviva Yellow | Conviva Light Orange | Conviva Orange | Conviva Medium Blue | Conviva Deep Blue |

Color
Specifications

Use only the specifications listed on this page. Do not use color values from electronic files that have been automatically converted between color modes. Software programs do not always create conversions equal to the values listed in the specifications chart.

Values are calibrated for use with the GRACoL2006_Coated1v2 color profile for CMYK, and sRGB IEC61966–2.1 color profile for RGB.

color	name	spot	cmyk	rgb	hex
	Conviva Light Blue	PANTONE 5503	C 35 M 0 Y 15 K 10	R 157 G 200 B 201	9DC8C9
	Conviva Dark Blue	PANTONE 548	C 98 M 27 Y 21 K 58	R 0 G 70 B 94	00465E
	White	n/a	C 0 M 0 Y 0 K 0	R 255 G 255 B 255	FFFFFF
	Black	n/a	C 0 M 0 Y 0 K 100	R 0 G 0 B 0	000000
	Conviva Light Blue 20%	20% PANTONE 5503	C 8 M 2 Y 4 K 0	R 235 G 244 B 244	EBF4F4
	Conviva Light Blue 50%	50% PANTONE 5503	C 21 M 3 Y 10 K 0	R 206 G 227 B 228	CEE3E4
	Conviva Light Blue 70%	70% PANTONE 5503	C 29 M 5 Y 14 K 0	R 186 G 216 B 217	BAD8D9
	Conviva Light Gray	40% PANTONE Warm Gray 2	C 2 M 2 Y 4 K 4	R 243 G 241 B 237	F3F1ED
	Conviva Medium Gray	PANTONE Warm Gray 2	C 6 M 7 Y 10 K 11	R 223 G 220 B 212	DFDCD4
	Conviva Dark Gray	n/a	C 0 M 0 Y 0 K 90	R 58 G 58 B 58	3A3A3A
	Conviva Yellow	PANTONE 1205	C 0 M 6 Y 44 K 0	R 248 G 223 B 141	F8DF8D
	Conviva Light Orange	PANTONE 2017	C 0 M 34 Y 57 K 0	R 247 G 173 B 90	F7AD5A
	Conviva Orange	PANTONE 2024	C 0 M 58 Y 60 K 0	R 251 G 123 B 86	FB7B56
	Conviva Blue Gray	PANTONE 5415	C 60 M 16 Y 13 K 34	R 86 G 125 B 150	567D96
	Conviva Deep Blue	PANTONE 539	C 100 M 65 Y 22 K 70	R 22 G 41 B 58	16293A

In lieu of the Conviva colors listed above, you may use the following PANTONE® Colors, the standards for which are shown in the current edition of the PANTONE formula guide. **The colors, CMYK, RGB and hexadecimal breakdowns shown on this page have not been evaluated by Pantone for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Color Publications for accurate color.** PANTONE® is the property of Pantone LLC.

Corporate typeface

Cera PRO, our corporate typeface, is used for most external-facing communications.

It is available in a variety of weights, but Light, Regular, Medium and Bold are preferred. The Italic version may be used for editorial requirements or when additional differentiation of content is needed.

Alternate typeface

Arial is the alternate typeface for instances when Cera PRO may not be available, such as with PowerPoint presentations and Microsoft Word documents.

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ABCDEFG1234567890,;:&%#*

Cera PRO Light

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Cera PRO Regular

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Cera PRO Medium

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ABCDEFG1234567890,;:&%#***

Cera PRO Bold

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ABCDEFG1234567890,;:&%#*

Alternate typeface — Arial