

# COLOR PALETTE

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## Primary Color Palette



**PANTONE**  
710

**CMYK**  
0 84 46 0

**RGB**  
224 62 82

**HEX**  
#e03e52



**PANTONE**  
637

**CMYK**  
62 0 8 0

**RGB**  
78 195 224

**HEX**  
#4ec3e0



**PANTONE**  
1235

**CMYK**  
0 31 98 0

**RGB**  
255 184 28

**HEX**  
#ffb81c



**PANTONE**  
368

**CMYK**  
65 0 100 0

**RGB**  
120 190 32

**HEX**  
#78be20