

COLOR PALETTE

PRIMARY



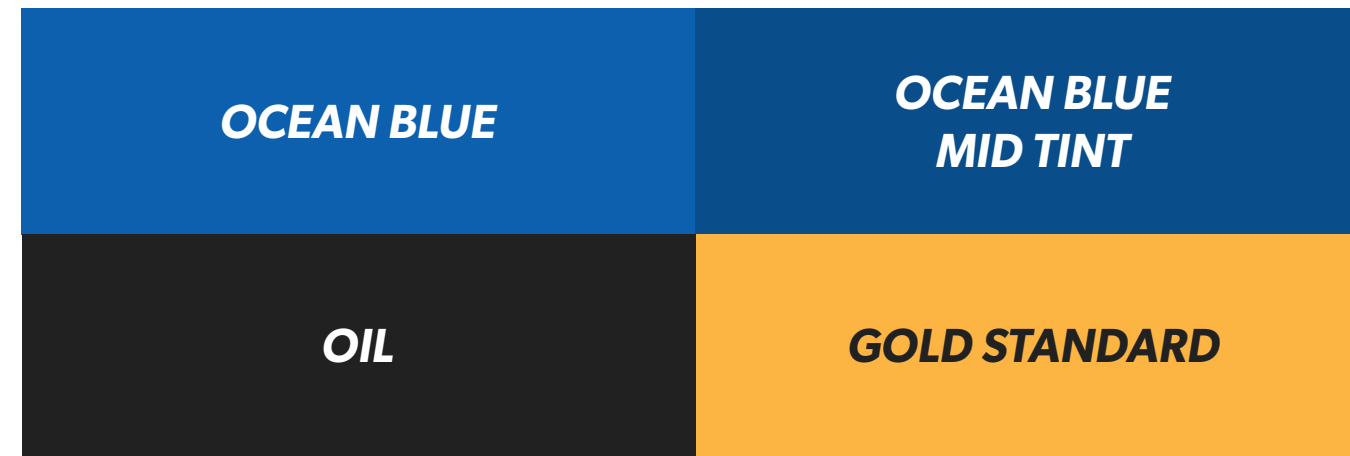
SECONDARY



ACCENT



PRIMARY



60%

Primary colors take the lead in our brand's visuals. They are the most prominent colors used in any brand assets.

SECONDARY



30%

Secondary colors assist our primary colors. They are used to add variety to our two primary colors, while simultaneously complimenting them.

ACCENT



10%

Accent colors are used when we want to go beyond our secondary colors. They further compliment our primary and secondary colors, and should be used sparingly to add character.

OCEAN BLUE

RGB: 0 / 96 / 174

CMYK: 96 / 66 / 0 / 0

HEX: #0060AE

OCEAN BLUE MID TINT

RGB: 12 / 77 / 138

CMYK: 100 / 78 / 18 / 4

HEX: #0C4D8A

OIL

RGB: 35 / 35 / 35

CMYK: 71 / 65 / 64 / 72

HEX: #232323

GOLD STANDARD

RGB: 252 / 182 / 69

CMYK: 0 / 32 / 83 / 0

HEX: #FCB645

ECO-GREEN

RGB: 40 / 157 / 142

CMYK: 78 / 17 / 51 / 1

HEX: #289D8E

BIO-PURPLE

RGB: 65 / 61 / 88

CMYK: 78 / 76 / 41 / 32

HEX: #413D58

PROTECTIVE ORANGE

RGB: 233 / 105 / 73

CMYK: 4 / 73 / 76 / 0

HEX: #E96949

GRAY

RGB: 210 / 210 / 210

CMYK: 17 / 13 / 13 / 0

HEX: #D2D2D2

BEIGE

RGB: 235 / 227 / 213

CMYK: 7 / 8 / 15 / 0

HEX: #EBE3D5

DUST WHITE

RGB: 247 / 245 / 242

CMYK: 2 / 2 / 3 / 0

HEX: #F7F5F2