



# Logo + Logo Color Palette



PMS: 325  
RGB: 71/192/187  
CMYK: 65/0/32/0  
Hex: #47c0bb



PMS: 7540  
RGB: 74/79/85  
CMYK: 69/59/52/33  
Hex: #4a4f55

## Logo – Alternate Color Options



Grayscale



Usage on dark backgrounds (Knocked Out)



Alternate logo for usage on brand teal backgrounds only.

# Logo Icon



Regular



Usage on dark backgrounds (Knocked Out)



Alternate logo for usage on brand teal backgrounds only.

## Logo + Tagline



**Tagline:** Brandon Grotesque, Regular Italic // Initial Cap // -10 tracking Optical (Dk. Gray or Secondary Color)

# COLORS

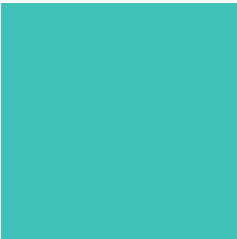
The brand color palette consists of two cool tones (teal and lagoon) and four warm tones (persimmon, tangerine, yellow and purple).

The primary palette is supported by a warm, bright secondary palette. Secondary palette colors serve as complementary accents to the primary palette, adding even more vibrancy to the palette.

The neutral palette acts as a foundation that works with both primary and secondary palettes. Ample use of white as a canvas with monochromatic blacks and grays for elements such as type and paragraph rules will give the primary and secondary palette vibrancy and prominence.

# Brand Color Palette

## Primary Color Palette



CELLWINE TEAL

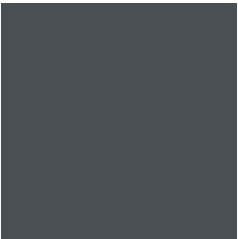
PMS: 325  
RGB: 71/192/187  
CMYK: 65/0/32/0  
Hex: #47c0bb



CELLWINE LAGOON

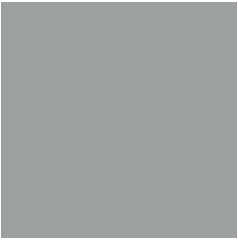
PMS: 5473  
RGB: 10/93/103  
CMYK: 91/49/49/24  
Hex: #0a5d67

## Neutrals



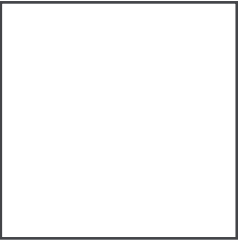
DARK GRAY

PMS: 7540  
RGB: 74/79/85  
CMYK: 69/59/52/33  
Hex: #4a4f55



LIGHT GRAY

PMS: 242  
RGB: 159/162/163  
CMYK: 40/31/32/1  
Hex: #9fa2a3



WHITE

RGB: 255/255/255  
CMYK: 0/0/0/0  
Hex: #ffffff

## Secondary Color Palette



PERSIMMON

PMS: 7417  
RGB: 231/76/57  
CMYK: 4/85/85/1  
Hex: #e74c39



TANGERINE

PMS: 715  
RGB: 249/142/43  
CMYK: 0/54/93/0  
Hex: #f98e2b



YELLOW

PMS: 7408  
RGB: 248/191/0  
CMYK: 3/26/100/0  
Hex: #f8bf00



PURPLE

PMS: 242  
RGB: 131/36/95  
CMYK: 48/98/35/16  
Hex: #83245f



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