

# CORPORATE COLOR PALETTE

**GRAY**  
COLOR CODES

*fx* C=0 M=0 Y=0 K=90  
PANTONE P 179-14 C  
R=60 G=60 B=60  
#3c3c3b

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**DARK BLUE**  
COLOR CODES

*fx* C=92 M=75 Y=2 K=0  
PANTONE 286 U  
R=41 G=85 B=163  
#2955a3

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**LIGHT BLUE**  
COLOR CODES

*fx* C=67 M=10 Y=0 K=0  
PANTONE 298 C  
R=65 G=182 B=230  
#41b6e6

**COLOR TONES**

90% 80% 60% 40% 20%

THE GRADIENT

**COLOR TONES**

100% 80% 60% 40% 20%

THE GRADIENT

**COLOR TONES**

100% 80% 60% 40% 20%

THE GRADIENT

# SECONDARY COLOR PALETTE

**GREEN**

*fx* C=38 M=0 Y=58 K=0  
PANTONE P 154-5 U  
R=171 G=235 B=141  
#a3d28d

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**ORANGE**

*fx* C=0 M=78 Y=97 K=0  
PANTONE P 37-8 U  
R=233 G=83 B=22  
#e95316

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**PINK**

*fx* C=10 M=82 Y=0 K=0  
PANTONE P 76-6 C  
R=236 G=102 B=146  
#df549d

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**TURQUOISE**

*fx* C=67 M=0 Y=20 K=0  
PANTONE 319 C  
R=42 G=214 B=214  
#00c9d4

**COLOR TONES**

100% 80% 60% 40% 20%

THE GRADIENT

**COLOR TONES**

100% 80% 60% 40% 20%

THE GRADIENT

**COLOR TONES**

100% 80% 60% 40% 20%

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100% 80% 60% 40% 20%

THE GRADIENT