Primary Palette

LIME

HEX	00E94F
RGB	0 : 223 : 79
CMYK	51 : 0 : 85 : 0
PMS*	802 U
	802 C

BLACK

HEX	000000
RGB	0 : 0 : 0
CMYK	100 : 100 : 100 : 100

WHITE

HEX	FFFFFF
RGB	252 : 255 : 255
CMYK	0 : 0 : 0 : 0

Secondary Palette

TEAL

HEX	00D1B0
RGB	0 : 209 : 176
CMYK	75 : 0 : 43 : 0
PMS	3255 U
	3265 C

LILAC

HEX	E08AF4
RGB	224 : 138 : 244
CMYK	18 : 53 : 0 : 0
PMS	2066 U
	2572 C

AZURE

HEX	0093FF
RGB	0 : 147 : 255
CMYK	88 : 20 : 0 : 0
PMS	299 U
	2193 C

Tertiary Palette

LIGHT GRAY

HEX	CCCCCC
RGB	204 : 204 : 204
CMYK	19 : 15 : 16 : 0
PMS	Cool Gray 4 U
	Cool Gray 4 C

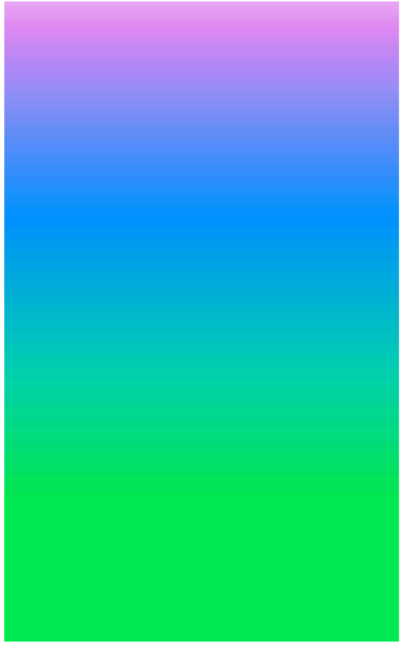
MEDIUM GRAY

HEX	999999
RGB	153 : 153 : 153
CMYK	43 : 35 : 35 : 1
PMS	Cool Gray 8 U
	Cool Gray 8 C

DARK GRAY

HEX	5A5A5A
RGB	90 : 90 : 90
CMYK	63 : 55 : 54 : 28
PMS	445 U
	Cool Gray 10 C

Brand Gradient



*Pantone colors are divided between Coated (C) and Uncoated (U) colors. Coated colors have a glossy, vibrant appearance while Uncoated appear more matte. Since Coated and Uncoated prints have slight visual differences, we have selected sepa rate PMS colors that most closely resemble our palette.