Color Palette

Dark Blue is the foundational color and should always be present.

White acts as a supporting color to the *Dark Blue* and provides a clean contrast. We recommend using *white* as background for text-heavy content. Carefully articulated white space should prevail across all branded communications.

Core Orange should be used selectively in order to draw attention to important buttons or text when applicable.

Almond, Cool Grey, Platinum, and *Gator* are to be used minimally to help lift the primary colors in this palette.

Note: *Use Pantone® inks when available, especially for Core Orange since the color loses vibrancy when translated to CMYK process colors.*

Dark Blue

#002657
PMS 655
100 | 73 | 0 | 61

Core Orange

#FF4616
PMS 172
0 | 73 | 87 | 0

White

#FFFFFF
PMS White
0 | 0 | 0 | 0

Almond

#ECDDC8
PMS 4685
CMYK 3 | 16 | 24 | 0

Cool Grey

#C7C9C8
PMS Cool Gray 3
8 | 5 | 7 | 16

Platinum

#EAECEB
PMS 663
CMYK 9 | 7 | 7 | 0

Gator

#22884C
PMS 7731
78 | 3 | 84 | 22