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.

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### Dark Blue

- **Dark Blue**
  - #002657
  - PMS 655
  - CMYK: 100 | 73 | 0 | 61

### Core Orange

- **Core Orange**
  - #FF4626
  - PMS 172
  - CMYK: 0 | 73 | 87 | 0

### White

- **White**
  - #FFFFFF
  - PMS White
  - CMYK: 0 | 0 | 0 | 0

### Almond

- **Almond**
  - #ECDDC8
  - PMS 4685
  - CMYK: 3 | 16 | 24 | 0

### Cool Grey

- **Cool Grey**
  - #C7C9C8
  - PMS Cool Gray 3
  - CMYK: 8 | 5 | 7 | 16

### Platinum

- **Platinum**
  - #EAECF8
  - PMS 663
  - CMYK: 9 | 7 | 7 | 0

### Gator

- **Gator**
  - #22884C
  - PMS 7731
  - CMYK: 78 | 3 | 84 | 22