color palette

primary

Yellow and black are our primary brand colors. They're used for bold background color fills and headlines. Yellow is also used as a highlight to add emphasis to large headlines. Using plenty of white space with these colors provides a more mature feel.
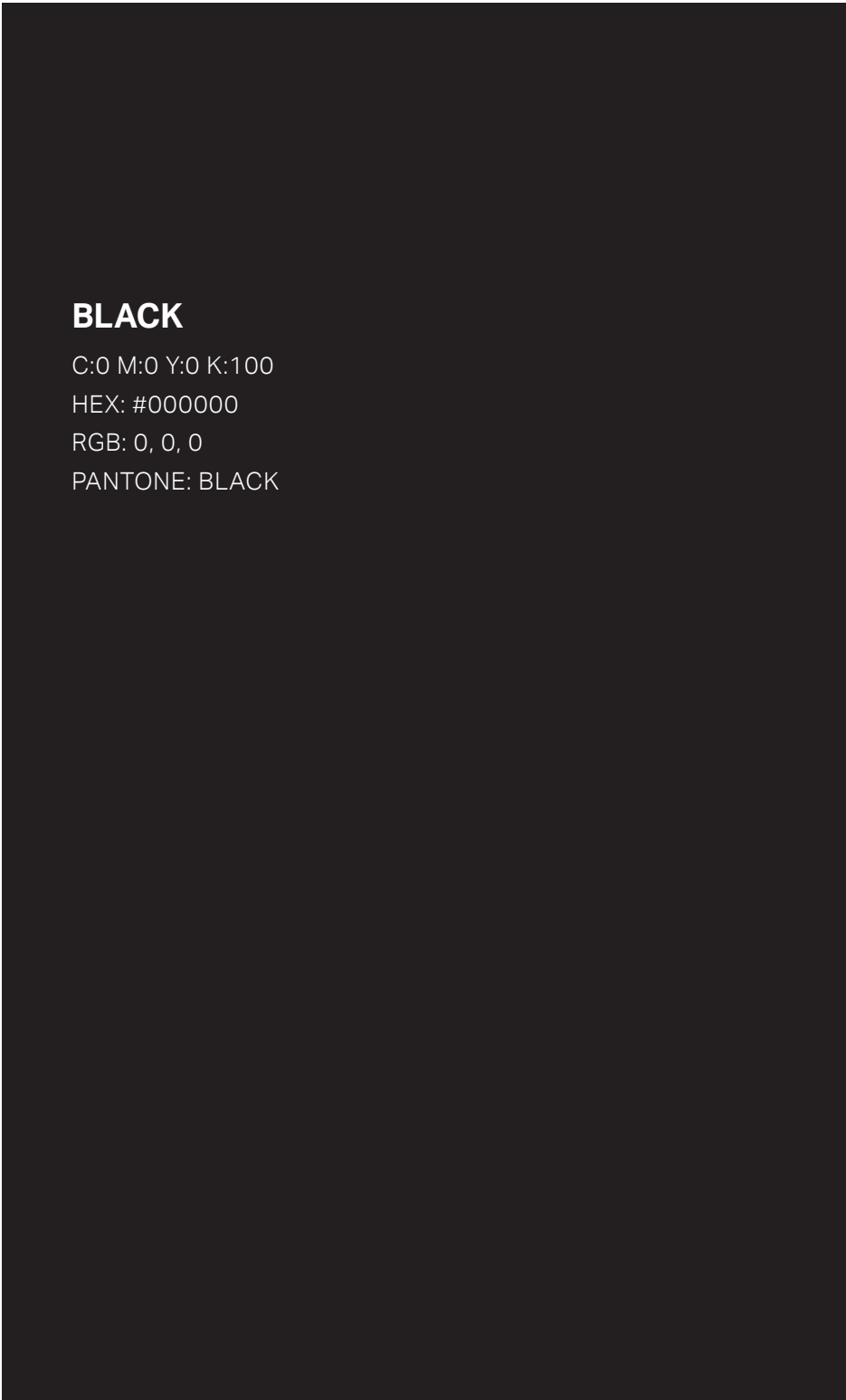
secondary

Our secondary color palette is used sparingly to add warmth and an approachable personality to our brand. These colors are used most often for supporting graphics and illustration on our blog and social. These colors are never used in type or headlines. Tints of the cream is most often used for backgrounds when subtle color is needed in order not to distract from design work or surrounding elements.

YELLOW

C:0 M:25 Y:99 K:0
HEX: #FDC115
RGB: 253, 193, 21
PANTONE: 109 U

BLACK

C:0 M:0 Y:0 K:100
HEX: #000000
RGB: 0, 0, 0
PANTONE: BLACK
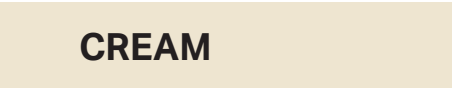
RED

C:0 M:70 Y:90 K:0
HEX: #F37032
RGB: 243, 112, 50

BLUE

C:72 M:8 Y:23 K:0
HEX: #27B0C2
RGB: 39, 176, 194

GREEN

C:40 M:0 Y:85 K:0
HEX: #A4CF57
RGB: 164, 207, 87

CREAM

C:6 M:8 Y:18 K:0
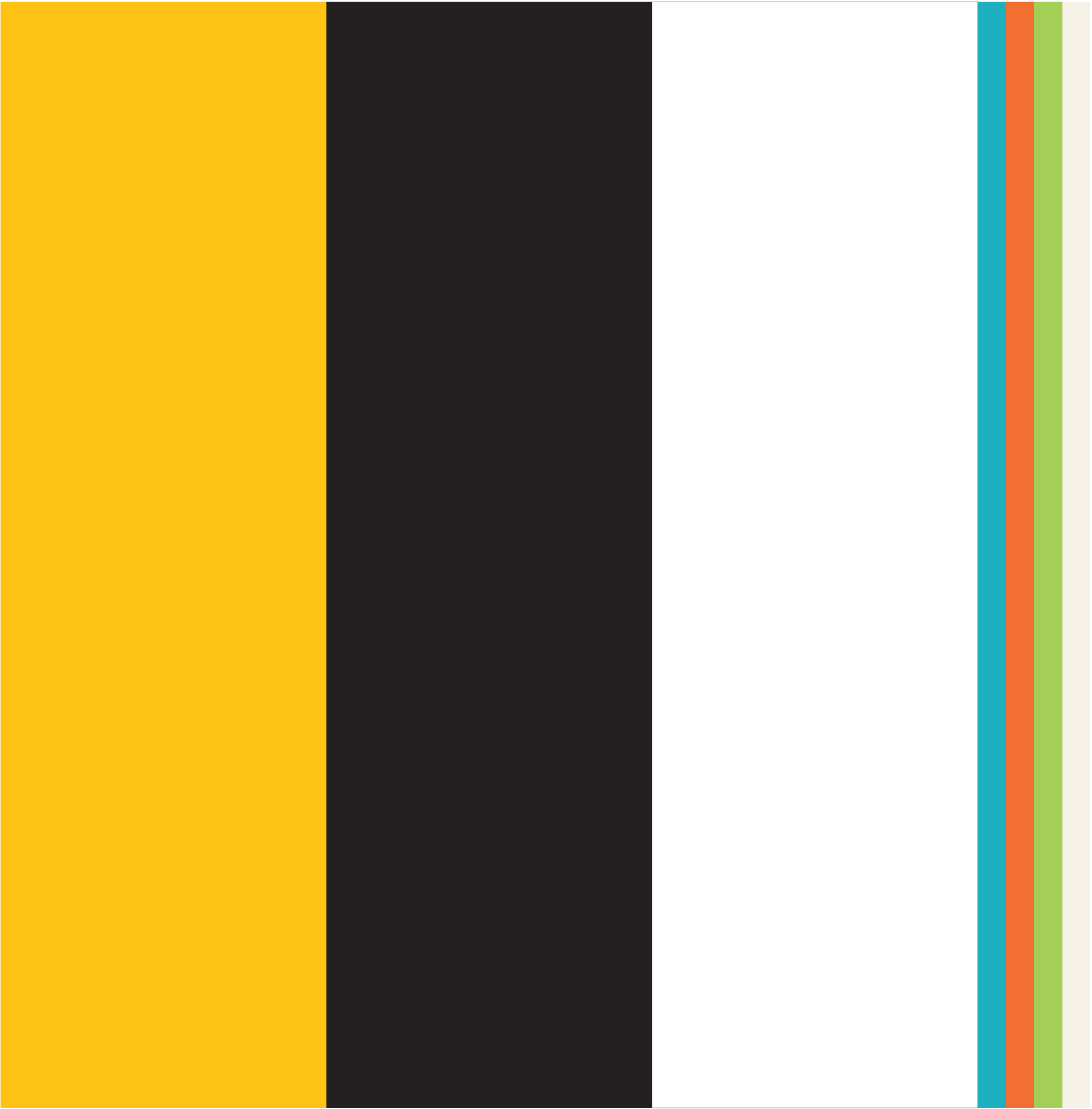HEX: #EEE3CF
RGB: 238, 227, 207

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color ratio

This ratio shows how much you should
use each of our brand colors.

primary

Yellow and black are dominant and should
be used with equal parts white space.

secondary

Blue, red, green and cream are used sparingly
for graphics, illustrations, and background fills.

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color in use

Our brand colors are shown here in various applications such as website, presentation decks, and social.

primary

Seen here in bold color filled backgrounds and in all typography.

secondary

Seen here only in supporting blog and social graphics + illustrations.

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