

color palette

a. primary yellow

Yellow is our primary brand color. It is used often in large headlines over black backgrounds, and as large color fills.

b. primary black

Black is the yang to our yin-yellow. It is used most often on white and yellow backgrounds. We use this most in headlines to help add emphasis to the yellow “pop” color.

c-e. secondary greys

Our secondary color palette is a variety of grays. We apply this in areas where a color break is needed, or to help with too much white space. The cool grey is used for background fills, and the darker greys are used for text or elements such as icons.

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yellow

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



black

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



dark grey

C:45 M:36 Y:35 K:1
HEX: #939498
RGB: 147, 148, 152
PANTONE: COOL GRAY 8



medium grey

C:29 M:22 Y:22 K:0
HEX: #B7B8B9
RGB: 183, 184, 185
PANTONE: COOL GRAY 4



cool grey

C:4 M:3 Y:3 K:0
HEX: #F0F0F0
RGB: 240, 240, 240
PANTONE: COOL GRAY 1

color ratio

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

Yellow and black are dominant and should be used most often with plentiful white space.

Cool Grey and the darker greys should be used less often. Always strive to use the primary colors, white, and cool grey before using the darker greys.

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