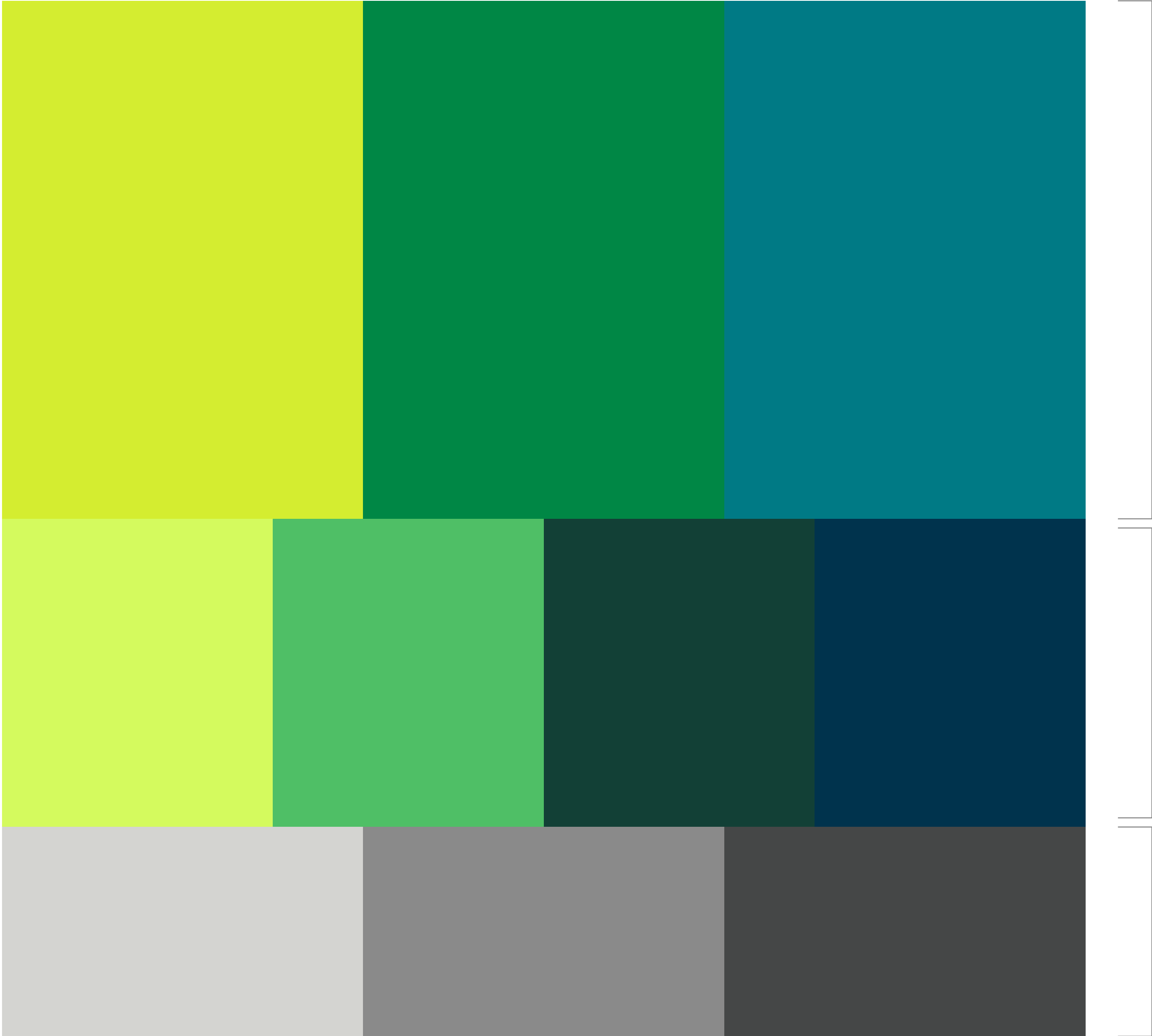


BRAND COLORS

Our primary palette is made up of the colors that are to be used a majority of the time when branding is needed.

Our color palette is split into three groups: primary, secondary, and grays. The primary palette should be the main focus, with the secondary and grays palettes providing additional depth and support to our communications.

Printed materials use CMYK or Pantone color values, online colors are created in HEX or RGB.



PRIMARY COLORS

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HIGHLIGHTER GREEN

Hex: #D4EE31
RGB: 216 218 96
CMYK: 18 4 77 0
Pantone: 380 C/ 388 U

GRASSROOTS GREEN

Hex: #008846
RGB: 2 161 96
CMYK: 83 10 84 1
Pantone: 7725 C/ 3522 U

PEACOCK BLUE

Hex: #017B85
RGB: 0 123 133
CMYK: 87 36 43 8
Pantone: 7713 C/ 3145 U

SECONDARY COLORS

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<div>ELECTRIC GREEN Hex: #D4FA5E RGB: 212 250 94 CMYK: 15 0 62 2</div>	<div>EMERALD GREEN Hex: #4FBF66 RGB: 79 191 102 CMYK: 59 0 47 25</div>	<div>DARK GREEN Hex: #124036 RGB: 18 64 54 CMYK: 72 0 16 75</div>	<div>DARK BLUE Hex: #00334D RGB: 0 51 77 CMYK: 100 34 0 77</div>
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GRAYS

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LIGHT GRAY

Hex: #D3D3D2
RGB: 211 211 210
CMYK: 67 58 59 41

MED GRAY

Hex: #898A89
RGB: 137 138 137
CMYK: 49 40 41 4

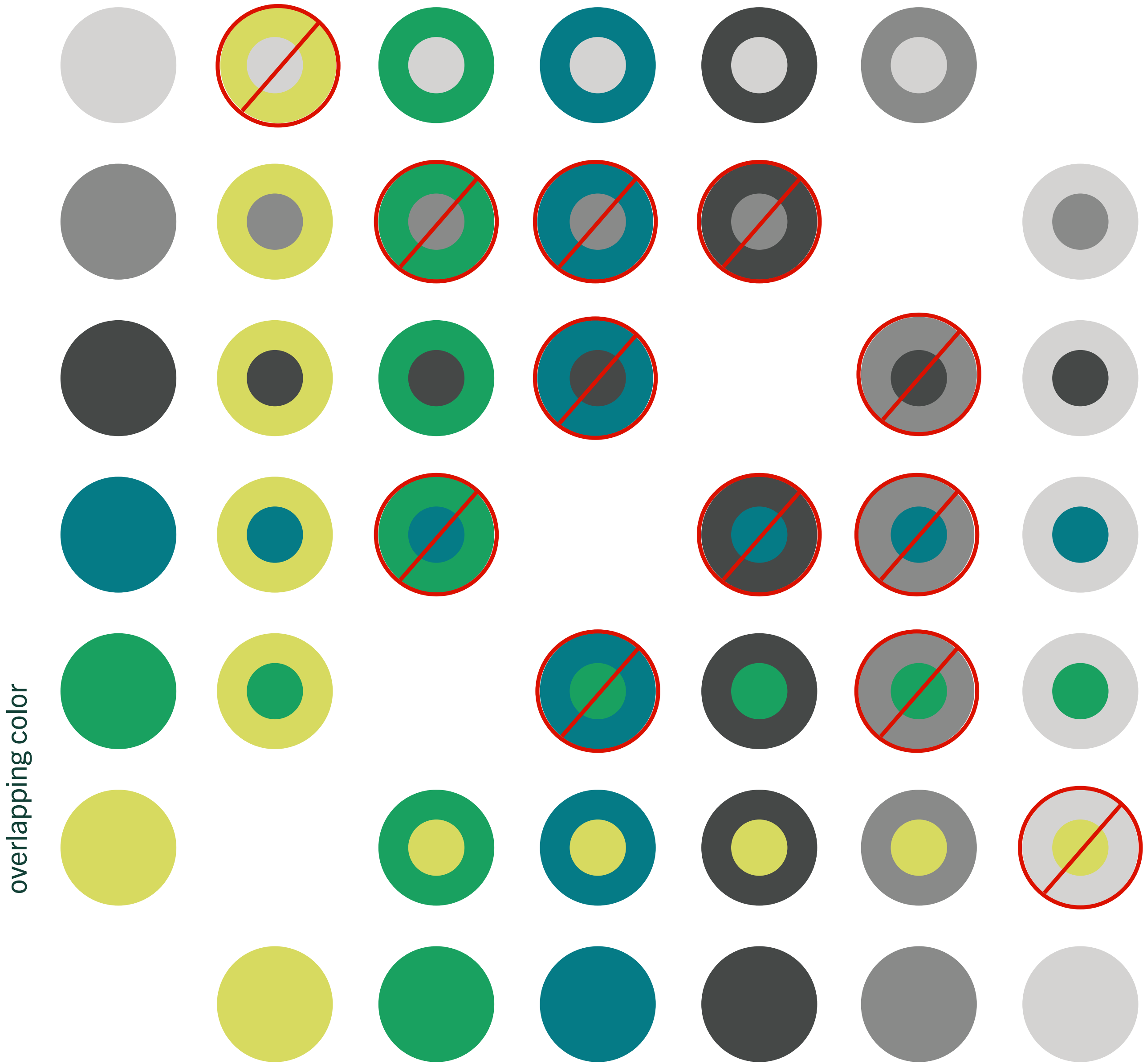
DARK GRAY

Hex: #464747
RGB: 70 71 71
CMYK: 67 58 59 41

COLOR COMBINATIONS

Color combinations are a core component of creating content that everyone can see—whether with their own eyes or an accessibility reader. Strong contrast is how you know colors can go together.

The larger circle indicates the background color, and the smaller circle inside is the color/text overlay color

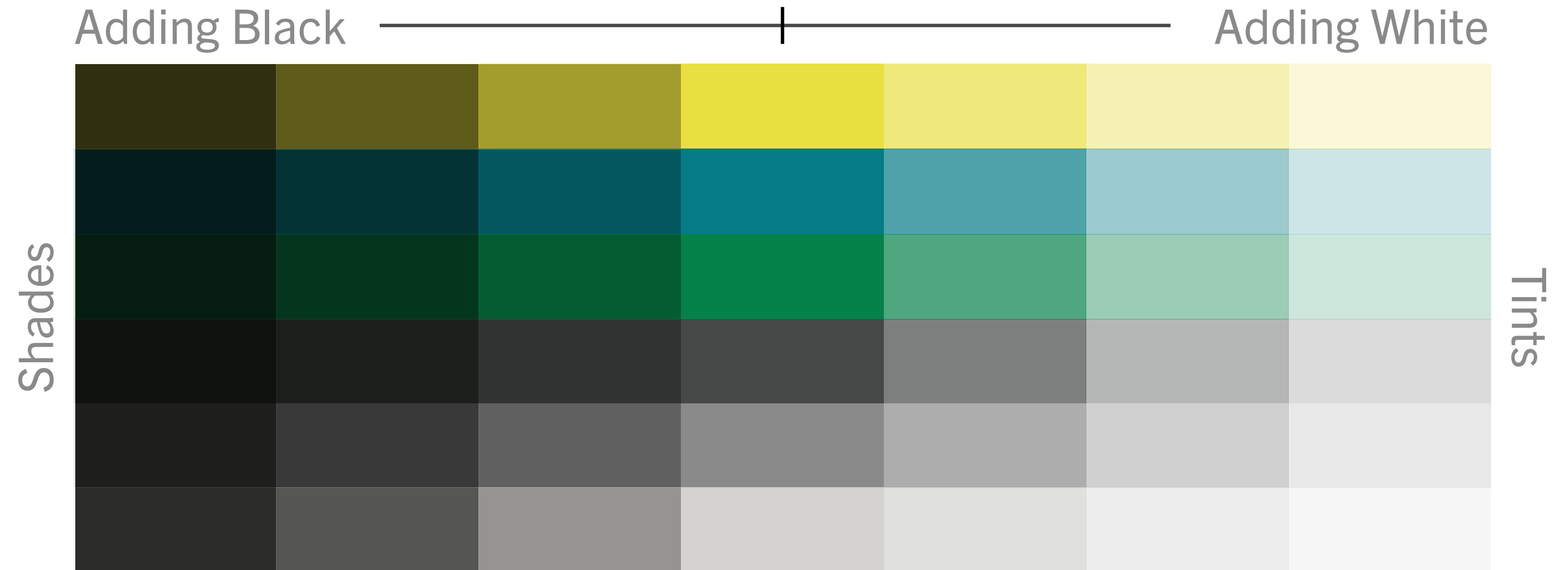


TINTS AND SHADES

Tints and shades are helpful for graphics such as charts, tables, and graphs where a multitude of color is needed.

We try to stick to our primary palette here and make sure there is enough contrast between neighboring colors to make the boundaries clear.

You'll find these custom tints and shades available in the custom color panel in our branded template documents for you to use. No guessing required!



Graph Example

