

Brand Standards



Color Palette

WHITE
CMYK: 0/0/0/0
HEX: #FFFFFF
RGB: 255/255/255

DEEP OCEAN
CMYK: 86/40/35/7
HEX: #15788D
RGB: 21/120/141

SKY
CMYK: 49/4/19/0
HEX: #7DC6CE
RGB: 125/198/206

ICE
CMYK: 3/0/1/0
HEX: #F4F9FA
RGB: 244/249/250

ROBIN'S EGG
CMYK: 27/0/1/0
HEX: #AFEDFF
RGB: 175/237/255

POPPY
CMYK: 0/76/87/0
HEX: #FF612F
RGB: 255/97/47

DAHLIA
CMYK: 0/35/29/0
HEX: #FAB4A4
RGB: 250/180/164

PERIWINKLE
CMYK: 24/8/0/0
HEX: #B8D7FF
RGB: 184/215/255

LEAF
CMYK: 46/0/92/0
HEX: #7DFF5F
RGB: 125/255/95