



VISUAL ELEMENTS

PRIMARY COLORS

While the entire campaign uses color to convey optimism, these three primary colors are always reserved for the wordmark in both print and online communications.



PANTONE 7461 C
C=78 M=28 Y=0 K=0
R=1 G=148 B=211
HEX= #0194D3



PANTONE 7472 C
C=60 M=0 Y=25 K=5
R=84 G=187 B=189
HEX= #74CBC8



PANTONE 583 C
C=23 M=0 Y=100 K=17
R=176 G=188 B=34
HEX= #B0BC22

SECONDARY COLORS



PANTONE Purple C
C=38 M=88 Y=0 K=0
R=165 G=67 B= 153
HEX= #A54399



PANTONE 346 C
C=55 M=0 Y=47 K=0
R=115 G=198 B=161
HEX= #73C6A1



PANTONE Red 032
C=0 M=90 Y=86 K=0
R=239 G=65 B=53
HEX= #EF4135



PANTONE 2935 C
C=100 M=46 Y=0 K=0
R=0 G=118 B=192
HEX= #0076C0



PANTONE 361 C
C=69 M=0 Y=100 K=0
R=84 G=185 B=72
HEX= #54B948



PANTONE 207 C
C=0 M=100 Y=43 K=19
R=198 G=6 B=81
HEX= #C60651



PANTONE 109 C
C=0 M=14 Y=100 K=0
R=255 G=214 B=0
HEX= #FFDD00



PANTONE 151 C
C=0 M=65 Y=98 K=0
R=244 G=121 B=35
HEX= #F89728