

Primary colors

Our primary colors are blue and white. They are used to provide accessibility, simplicity and consistency throughout all brand communication

Primary accent colors

Accent colors add fresh energy to blue and white. They increase our personality expression but never dominate.

Use purple for text highlights and buttons on light backgrounds, and green on a dark background.

Use them for:

- Tags and small containers
- Accent colors in photography
- Accent colors in illustration

Blue

HEX: #0A2136
RGB: 10 / 33 / 54
CMYK: 100 / 75 / 50 / 60
PMS: 539

White

HEX: #FFFFFF
RGB: 255 / 255 / 255
CMYK: 0 / 0 / 0 / 0
PMS: N/A

Purple

HEX: #5244EE
RGB: 82 / 68 / 23
CMYK: 85 / 70 / 0 / 0
PMS: 2097 C

Green

HEX: #4EF2BA
RGB: 78 / 242 / 186
CMYK: 55 / 0 / 45 / 0
PMS: 2412 C