

Color Palette



Orangemunda is Camunda's **primary color**. It is warm and energetic, exciting and fun, optimistic and uplifting. Orange embodies Camunda's personality.

The color palette includes many neutrals as well. They allow the color orange to stand out while balancing its high energy.

The secondary palette consists of bright, saturated colors that accompany the primary orange across brand applications.

Additional greys may be used with discretion for web, product, & creative uses.

Note: Don't use 'Spacecraft' for print. In those instances, white is the default for light backgrounds and text.

PRIMARY

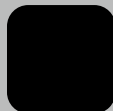


Orangemunda
PMS: Orange 21 C
CMYK: 0 69 100 0
RGB: 252 93 13
HEX: FC5D0D



Spacecraft
RGB: 247 247 247
HEX: F7F7F7

Note: Not intended for print.

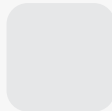


Black
PMS: Black
CMYK: 60 50 50 100
RGB: 0 0 0
HEX: 000000

NEUTRALS



White
PMS: White
RGB: 255 255 255
HEX: FFFFFFFF



Camunda Grey 20
PMS: Cool Gray 1 C
CMYK: 1 0 0 0
RGB: 230 231 232
HEX: E6E7E8



Camunda Grey 30
PMS: Cool Gray 4 C
CMYK: 0 0 0 25
RGB: 187 188 188
HEX: BBBBCB



Camunda Grey 60
PMS: Cool Gray 8 C
CMYK: 4 1 0 35
RGB: 136 139 141
HEX: 888B8D



Heat Shield
PMS: Cool Gray 11 C
CMYK: 0 2 0 68
RGB: 67 67 67
HEX: 434343



Look Up
PMS: 2767 C
CMYK: 54 38 0 73
RGB: 31 42 68
HEX: 1F2A44

SECONDARY



Greenmunda
PMS: 7479 C
CMYK: 56 0 58 0
RGB: 38 208 124
HEX: 26D07C



Icemunda
PMS: 7710 C
CMYK: 77 0 28 15
RGB: 0 167 181
HEX: 00A7B5



Bern'd's Hoodie
PMS: 285 C
CMYK: 100 38 0 16
RGB: 0 114 206
HEX: 0072CE



Hello Yellow
PMS: 7548 C
CMYK: 0 12 100 0
RGB: 255 198 0
HEX: FFC600



Peach Party
PMS: 151 C
CMYK: 0 49 100 0
RGB: 255 130 0
HEX: FF8200



Redmunda
PMS: Bright Red C
CMYK: 0 85 95 0
RGB: 249 56 34
HEX: F93822

Color Usage

The color Spacecraft is an *almost white* tone that is used for light backgrounds. The muted white is easier on the eyes and stands out against pure white images or social feed backgrounds.

Black and Spacecraft are the primary **background colors**. They are heavily applied to slides, website updates, and all other branded graphics. There should be a general balance of dark and light in all brand applications.

Neutrals should be used less often as secondary background colors.

Orangemunda is the primary **accent color**. Secondary colors are also applied as accent colors for differentiators or visual interest.

We prefer a light background for **text-heavy pieces**. Please do NOT use secondary colors or Orangemunda as the background for text-heavy content.

