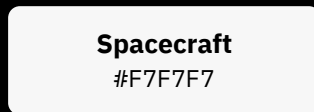


Core Color Palette

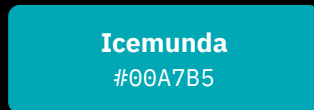
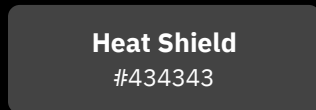
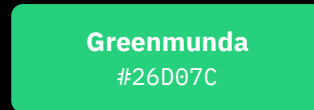
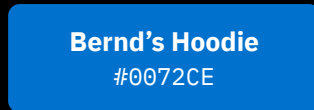
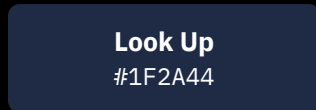
For **text-heavy documents**, we prefer black text on a white background
Additional colors may be utilized by the design team for illustrations



Primary



Secondary

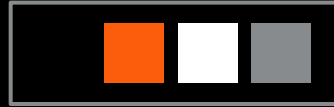


Color Usage

Contrast, readability, and accessibility must always be considered when combining colors
Please follow the suggested combinations of background and accent colors:



Dark



Bright



Neon



Color Codes

*Orangemunda, Icemunda, and Greenmunda are difficult to print accurately with CMYK. For highly visible designs (swag, banners, etc.) where these colors are used prominently, please use the Pantone color match whenever possible.



Orangemunda

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



Spacecraft

RGB: 247 247 247
HEX: F7F7F7



Black

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



White

PMS: White
RGB: 255 255 255
HEX: FFFFFFFF



Silver Lining

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



Misty Morning

PMS: Cool Gray 4 C
CMYK: 0 0 0 25
RGB: 187 188 188
HEX: BBBCBC



Asteroid

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



Hello Yellow

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



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



Bernd's Hoodie

PMS: 285 C
CMYK: 100 38 0 16
RGB: 0 114 206
HEX: 0072CE



Look Up

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