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

Signature color

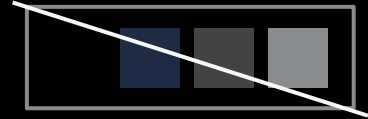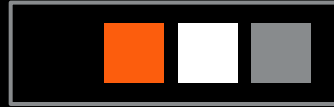|			
Orangemunda #FC5D0D	**Purple Wool** #C629CD	**Bernd's Hoodie** #0072CE	**Look Up** #1F2A44
Hello Yellow #FFC600	**Pink Daisy** #FFB7C8	**Icemunda** #00A7B5	**Teal Nova** #007E89
Chartreuse #D2FF1D	**Bronze** #D0B081	**Greenmunda** #26D07C	**Blue Jay** #7AC6CC
Heat Shield #434343	**Asteroid** #888B8D	**Misty Morning** #BBBCBC	**Silver Lining** #E6E7E8

Text color must always be black or white on colored backgrounds, with the exception of CTAs. See text color guidance per color in blocks above

Color Usage

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

Color Codes

Black #000000 PMS: Black	**Orangemunda** #FC5D0D PMS: 1505 C	**Bernd's Hoodie** #0072CE PMS: 285 C
Spacecraft #F7F7F7 PMS: White	**Hello Yellow** #FFC600 PMS: 7548 C	**Icemunda** #00A7B5 PMS: 7710 C
Heat Shield #434343 PMS: Cool Gray 11 C	**Chartreuse** #D2FF1D PMS: 396 C	**Greenmunda** #26D07C PMS: 7479 C
Asteroid #888B8D PMS: Cool Gray 8 C	**Purple Wool** #C629CD PMS: Purple C	**Look Up** #1F2A44 PMS: 2767 C
Misty Morning #BBBCBC PMS: Cool Gray 4 C	**Pink Daisy** #FFB7C8 PMS: 2043 C	**Teal Nova** #007E89 PMS: 322 C
Silver Lining #E6E7E8 PMS: Cool Gray 1 C	**Bronze** #D0B081 PMS: 7502 C	**Blue Jay** #7AC6CC PMS: 629 C

For **text-heavy layouts,** we prefer black text on white background

Additional colors may be utilized by the design team for illustrations, events, and other marketing assets

For print, please use the Pantone color match for highly visible designs (events/conferences)