

COLOR PALETTE

Purple is our primary color and the foundation of our brand. Combining the calm stability of blue and the passionate energy of red, it is, like us, strong and unrelenting.

Our secondary palette of **silver** tones is crisp and clean. It represents the meticulous and scientific side to our work.

Our tertiary palette includes two striking colors. **Teal** represents optimism and compassion. It brings together the earthy, grounding qualities of green and the calming stability of blue. **Gold** is the color of light and hope. It represents dawn and the possibility of a new tomorrow.

C83 M100 Y25 K21
R74 G13 B102
PANTONE 2617 C

C0 M0 Y0 K80
R88 G89 B91

C0 M0 Y0 K60
R128 G130 B133

C0 M0 Y0 K30
R188 G190 B192

C0 M0 Y0 K20
R209 G211 B212

C0 M0 Y0 K5
R241 G242 B242

C0 M0 Y0 K0
R255 G255 B255

C61 M0 Y35 K0
R52 G217 B195
PANTONE 333 C

C0 M42 Y100 K0
R255 G164 B0
PANTONE 137 C