



# PRIMARY COLORS

## Approved Color Values

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These colors are approved for use in our corporate materials. Using consistent colors in our visual communications, across print and digital channels strengthens our identity.

These are the key colors of our brand that we use for the logo, primary branding, color blocks, titles, backgrounds and important design elements.

### Red

HEX: #A02233

R 166 G 25 B 46  
C 0 | M 85 | Y 72 | K 35  
PANTONE: 187 C

### White

HEX: #FFFFFF

R 255 G 255 B 255  
C 0 | M 0 | Y 0 | K 0  
PANTONE: 11-0601 TCX

### Blue

HEX: #062750

R 0 G 40 B 85  
C 100 | M 53 | Y 0 | K 67  
PANTONE: 295 C

### Cool Gray

HEX: #EBEBEB

R 235 G 235 B 235  
C 0 | M 0 | Y 0 | K 8  
PANTONE: Cool Gray 3 C



# SECONDARY COLORS

## Approved Color Values

The following colors may be used to complement the primary palette. Consider their use for creating secondary color blocks, backgrounds, infographics, color accents, highlights and auxiliary UI/UX elements.

### Black

HEX: #000000

R 16 G 24 B 32  
C 75 | M 68 | Y 67 | K 90  
PANTONE: Black 6 C

### Dark Gray

HEX: #A7A7A7

R 65 G 65 B 65  
C 0 | M 40 | Y 0 | K 40  
PANTONE: Cool Gray 6 C

### Purple Heart

#745587

R 116 G 85 B 135  
C 14 | M 37 | Y 0 | K 47  
PANTONE: 18-3520 TCX

### Crimson

HEX: #660000

R 102 G 0 B 0  
C 0 | M 190 | Y 100 | K 60  
PANTONE: 1815 C

### Sky Blue

HEX: #0076A9

R 0 G 118 B 169  
C 100 | M 30 | Y 0 | K 34  
PANTONE: 7690 C

### Green

HEX: #84754E

R 132 G 117 B 78  
C 0 | M 11 | Y 41 | K 48  
PANTONE: 871 C



# PROGRAM LOGOS

## Approved Color Values

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Each program logo utilizes a single color from the secondary color palette. Primary colors may be used within branding standards, and secondary colors may be used in color blocks, backgrounds, infographics, accents and highlights.



### **MEN'S PROGRAM**

— MIND. BODY. SOUL. —



### **FAMILY PROGRAM**

— MIND. BODY. SOUL. —



### **WOMEN'S PROGRAM**

— MIND. BODY. SOUL. —



### **MARRIAGE PROGRAM**

— MIND. BODY. SOUL. —



### **URBAN EXPLORER'S PROGRAM**

— MIND. BODY. SOUL. —