

## 1.6 COLOR PALETTE

## CMG FINANCIAL COLOR PALETTE

The color palette is essential to CMG Financial's brand. Consistency and proper usage of the color palette reinforces and strengthens our brand. The CMG Financial core color palette includes primary core colors, secondary core colors, and tertiary accent colors.

The primary core colors are used in all preferred, full-color logos. These core colors define the CMG Financial brand. They are to be used across all communications and applications.

The secondary core colors are used to expand and add flexibility to the brand's visual system. Please note the importance of the color white in this palette. The use of "white space" creates a successful visual hierarchy and helps emphasize messaging.

The tertiary accent color palette adds variety, and is always used in combination with the primary and secondary core brand colors. The tertiary accent color palette is never to be used as a replacement or alternative to the primary and secondary core brand colors.

The colors shown on this page are not intended to match PANTONE®\* PLUS color standards.

\*Pantone, Inc.'s check-standard trademark for color reproduction materials.


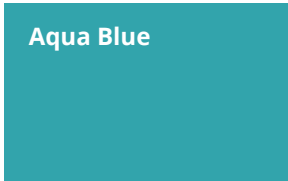
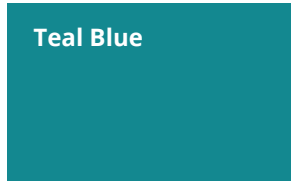
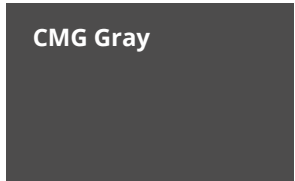
Please Note: For spot color printing, use solid coated/uncoated values (C/U). For process color printing, use Color Bridge coated/uncoated values (CP/UP). Do not convert spot to process for accurate results.

Refer to the Pantone® matching system for specific color values.

COLOR PALETTE

Primary Core Colors

Our primary core colors are clean, bold and distinguished. This palette should be used for all brand applications. Primary core colors utilize hue, saturation, and value for maximum visual impact.

			
<b>CMG Green</b>	<b>Aqua Blue</b>	<b>Teal Blue</b>	<b>CMG Gray</b>
<b>CMYK (full color printing)</b> C:49 M:4 Y:100 K:0	<b>CMYK (full color printing)</b> C:74 M:16 Y:33 K:0	<b>CMYK (full color printing)</b> C:84 M:29 Y:41 K:4	<b>CMYK (full color printing)</b> C:65 M:58 Y:57 K:37
<b>PMS (spot color printing)</b> Pantone 382U	<b>PMS (spot color printing)</b> Pantone 7710U	<b>PMS (spot color printing)</b> Pantone 7712U	<b>PMS (spot color printing)</b> Pantone Black 6U
<b>RGB (digital/on screen)</b> R:146 G:193 B:59	<b>RGB (digital/on screen)</b> R:51 G:164 B:172	<b>RGB (digital/on screen)</b> R:19 G:136 B:144	<b>RGB (digital/on screen)</b> R:77 G:77 B:77
<b>HEX (Web)</b> #92C13B	<b>HEX (Web)</b> #32A4AC	<b>HEX (Web)</b> #138890	<b>HEX (Web)</b> #4D4D4D

## COLOR PALETTE

## Secondary Core Colors

Our secondary core colors are used to enhance, and should be used in conjunction with the primary core colors. Secondary core colors utilize hue, desaturation, and value to support the primary core colors.

<b>Light Gray</b>	<b>Gray</b>	<b>Silver Gray</b>	<b>Dark Gray</b>
<b>CMYK (full color printing)</b> C:3 M:2 Y:2 K:0	<b>CMYK (full color printing)</b> C:9 M:7 Y:7 K:0	<b>CMYK (full color printing)</b> C:36 M:29 Y:29 K:0	<b>CMYK (full color printing)</b> C:68 M:62 Y:61 K:51
<b>PMS (spot color printing)</b> Pantone 656U	<b>PMS (spot color printing)</b> Pantone 7541U	<b>PMS (spot color printing)</b> Pantone 7538U	<b>PMS (spot color printing)</b> Pantone Neutral Black U
<b>RGB (digital/on screen)</b> R:244 G:244 B:245	<b>RGB (digital/on screen)</b> R:228 G:228 B:228	<b>RGB (digital/on screen)</b> R:169 G:168 B:169	<b>RGB (digital/on screen)</b> R:59 G:59 B:59
<b>HEX (Web)</b> #F4F4F5	<b>HEX (Web)</b> #E4E4E4	<b>HEX (Web)</b> #A9A8A9	<b>HEX (Web)</b> #3B3B3B
<b>Navy Blue</b>	<b>White</b>	<b>True Black</b>	
<b>CMYK (full color printing)</b> C:80 M:67 Y:55 K:52	<b>CMYK (full color printing)</b> C:0 M:0 Y:0 K:0	<b>CMYK (full color printing)</b> C:100 M:100 Y:100 K:100	
<b>PMS (spot color printing)</b> Pantone 5463U	<b>PMS (spot color printing)</b> Opaque White (No Pantone)	<b>PMS (spot color printing)</b> Pantone Black C	
<b>RGB (digital/on screen)</b> R:42 G:52 B:61	<b>RGB (digital/on screen)</b> R:255 G:255 B:255	<b>RGB (digital/on screen)</b> R:0 G:0 B:0	
<b>HEX (Web)</b> #2A343D	<b>HEX (Web)</b> #FFFFFF	<b>HEX (Web)</b> #000000	

COLOR PALETTE

Tertiary Accent Colors

Our tertiary colors are accents and should be used sparingly in such instances as infographics, charts, diagrams, digital campaigns, and extended branding. Tertiary accent colors augment the core CMG Financial brand. Tertiary accent colors utilize hue, saturation/desaturation, and value for special contexts and support the primary core and secondary core colors. Saturated hues are shown on the right.

<div>Golden Yellow</div> <div>CMYK (full color printing) C:3 M:8 Y:98 K:0</div> <div>PMS (spot color printing) Yellow 012 U</div> <div>RGB (digital/on screen) R:251 G:222 B:11</div> <div>HEX (Web) #FBDE0B</div>	<div>Bronze</div> <div>CMYK (full color printing) C:17 M:56 Y:100 K:3</div> <div>PMS (spot color printing) Pantone 138U</div> <div>RGB (digital/on screen) R:204 G:126 B:41</div> <div>HEX (Web) #CC7E29</div>	<div>Safety Orange</div> <div>CMYK (full color printing) C:0 M:77 Y:100 K:0</div> <div>PMS (spot color printing) Orange 021U</div> <div>RGB (digital/on screen) R:247 G:95 B:0</div> <div>HEX (Web) #F75F00</div>	<div>Venetian Red</div> <div>CMYK (full color printing) C:17 M:100 Y:100 K:8</div> <div>PMS (spot color printing) Pantone 3517U</div> <div>RGB (digital/on screen) R:192 G:11 B:20</div> <div>HEX (Web) #C00B14</div>
<div>Eucalyptus</div> <div>CMYK (full color printing) C:76 M:17 Y:72 K:2</div> <div>PMS (spot color printing) Pantone 7725U</div> <div>RGB (digital/on screen) R:63 G:155 B:110</div> <div>HEX (Web) #3F9B6E</div>			

## COLOR PALETTE

### Tertiary Accent Colors

These tertiary colors are accents and should be used sparingly in such instances as infographics, charts, diagrams, digital campaigns, and extended branding. Tertiary accent colors augment the core CMG Financial brand. Tertiary accent colors utilize hue, saturation/desaturation, and value for special contexts and support the primary core and secondary core colors. Desaturated Hues are shown on the right.

### Tertiary Accent Colors (VA Loans)

These tertiary colors are accents and should be used sparingly in such instances as infographics, charts, diagrams, digital campaigns, and extended branding. Tertiary accent colors augment the core CMG Financial brand. Tertiary accent colors utilize hue, saturation/desaturation, and value for special contexts and support the primary core and secondary core colors. Desaturated Hues are shown on the right.

<b>Fountain Blue</b>	<b>Ship Cove</b>	<b>Midnight</b>	<b>Charade</b>
<b>CMYK (full color printing)</b> C:61 M:23 Y:27 K:0	<b>CMYK (full color printing)</b> C:57 M:42 Y:18 K:0	<b>CMYK (full color printing)</b> C:78 M:69 Y:55 K:56	<b>CMYK (full color printing)</b> C:79 M:71 Y:57 K:67
<b>PMS (spot color printing)</b> Pantone 2233U	<b>PMS (spot color printing)</b> Pantone 2137U	<b>PMS (spot color printing)</b> Pantone 5463U	<b>PMS (spot color printing)</b> Pantone 5463U
<b>RGB (digital/on screen)</b> R:105 G:163 B:176	<b>RGB (digital/on screen)</b> R:122 G:137 B:171	<b>RGB (digital/on screen)</b> R:42 G:46 B:56	<b>RGB (digital/on screen)</b> R:32 G:35 B:44
<b>HEX (Web)</b> #69A3B0	<b>HEX (Web)</b> #7A89AB	<b>HEX (Web)</b> #2A2E38	<b>HEX (Web)</b> #20232C

<b>Dark Sky Blue</b>	<b>Lochmara</b>	<b>Blue Whale</b>
<b>CMYK (full color printing)</b> C:45 M:10 Y:10 K:0	<b>CMYK (full color printing)</b> C:83 M:46 Y:16 K:1	<b>CMYK (full color printing)</b> C:99 M:78 Y:43 K:37
<b>PMS (spot color printing)</b> Pantone 4156U	<b>PMS (spot color printing)</b> Pantone 633U	<b>PMS (spot color printing)</b> Pantone 5463U
<b>RGB (digital/on screen)</b> R:137 G:193 B:215	<b>RGB (digital/on screen)</b> R:44 G:121 B:168	<b>RGB (digital/on screen)</b> R:13 G:52 B:81
<b>HEX (Web)</b> #89C1D7	<b>HEX (Web)</b> #2C79A8	<b>HEX (Web)</b> #0D3451

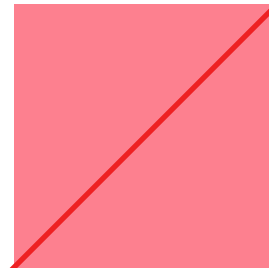
## COLOR PALETTE

### Color Usage

This guide is a reference for correct and incorrect color palette usage. Please use the examples on this page when using the CMG Financial color palette.



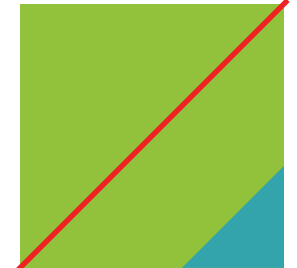
**DO**  
Use colors from the color palettes.



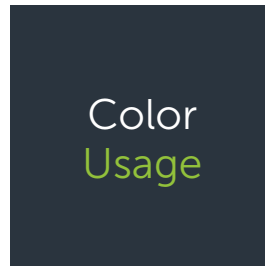
**DON'T**  
Introduce new, contrasting colors.



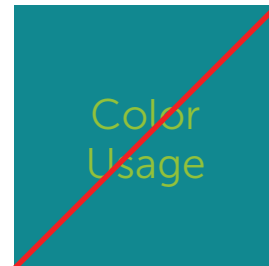
**DO**  
Mix colors from the color palettes.



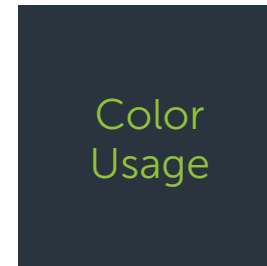
**DON'T**  
Overuse bright colors to ensure text is legible.



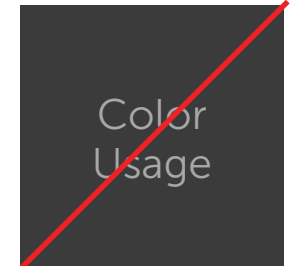
**DO**  
Make sure there is sufficient contrast.  
  
Note the CMG Green is used sparingly to create a strong color hierarchy.



**DON'T**  
Mix colors with low contrast.



**DO**  
Mix colors with text and background.



**DON'T**  
Use only secondary neutral colors.

## CMG FINANCIAL CORE BRAND COLOR PALETTE: UI/UX HIERARCHY

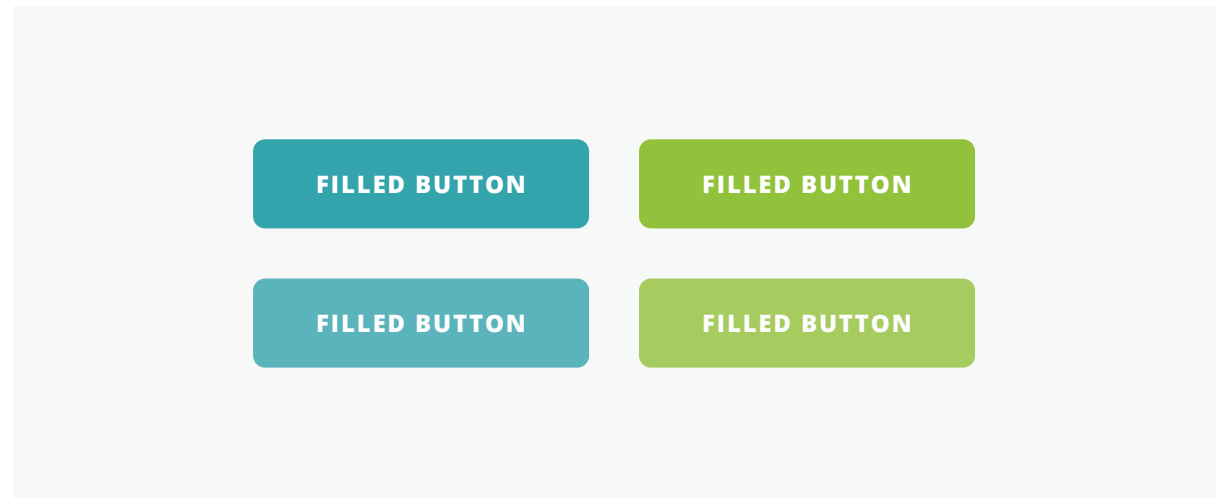
### 1st Level: Filled buttons

In the CMG Financial website and apps, primary core colors are used for first level UI buttons.

There are two options for the regular state.

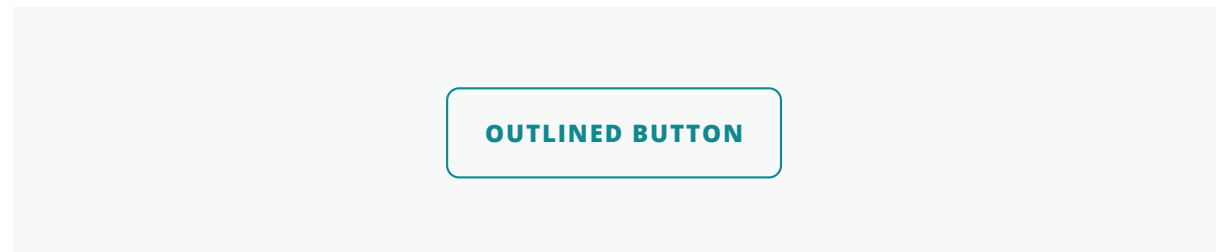
- Option 1: background fill is teal; text is white.
- Option 2: background fill is green; text is white.

The hover state is 80% opacity.



### 2nd Level: Outlined buttons

Primary core colors are used for second level UI buttons. Outline and text is teal.



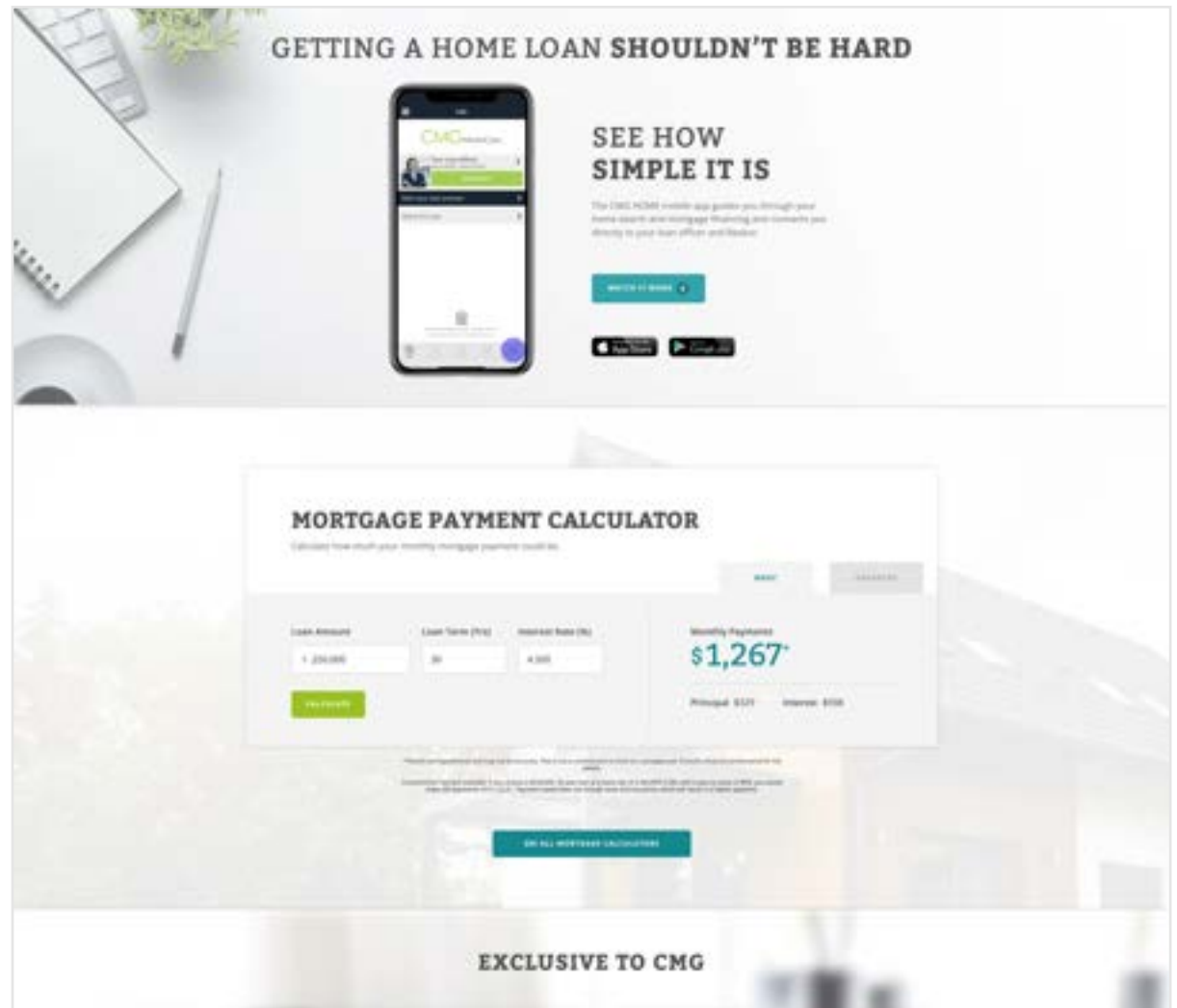


## 1.6 | COLOR PALETTE

### CMG FINANCIAL CORE BRAND COLOR PALETTE: UI/UX HIERARCHY

#### Correct Color Usage: CMG Financial Corporate Website

Examples of how the primary and secondary colors and UI elements have been used on the corporate site.

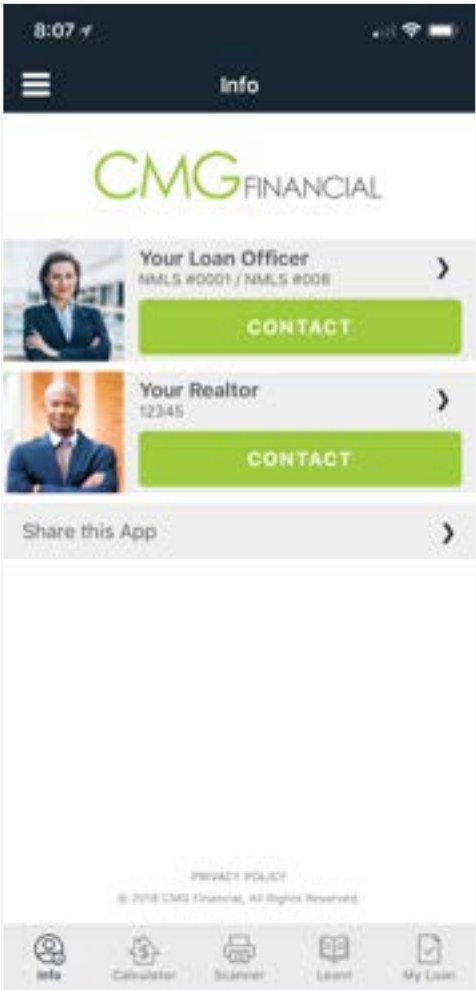


1.6 | COLOR PALETTE

CMG FINANCIAL CORE BRAND  
COLOR PALETTE:  
UI/UX HIERARCHY

Correct Color Usage: CMG Home App

Examples of how the colors are used within the CMG Home App.



## DATA VISUALIZATION & INFOGRAPHICS

### Correct Color Usage

#### DO

- Use colors from the primary and secondary core color palettes.
- Keep charts/graphs simple and easy to understand.
- Make sure text is legible, no smaller than 8pt.

### Incorrect Color Usage

#### DON'T

- Use patterns.
- Introduce new colors not in the color palettes.



## DATA VISUALIZATION & INFOGRAPHICS

### Correct Color Usage

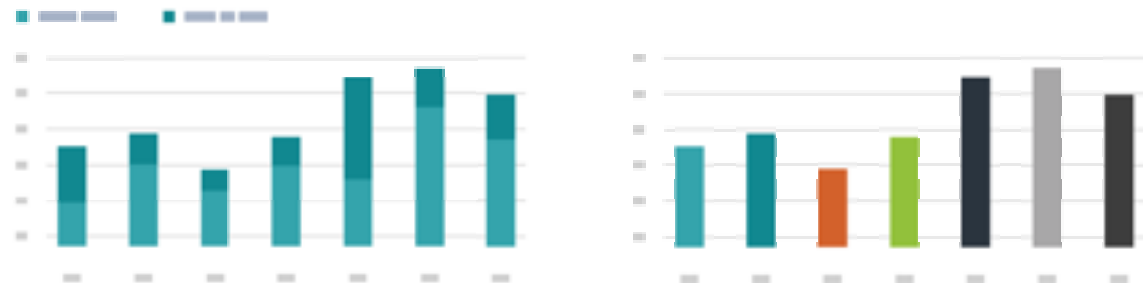
Example of data visualization on the CMG Financial Website - Mortgage Calculators.



## DATA VISUALIZATION & INFOGRAPHICS

### Correct Color Usage

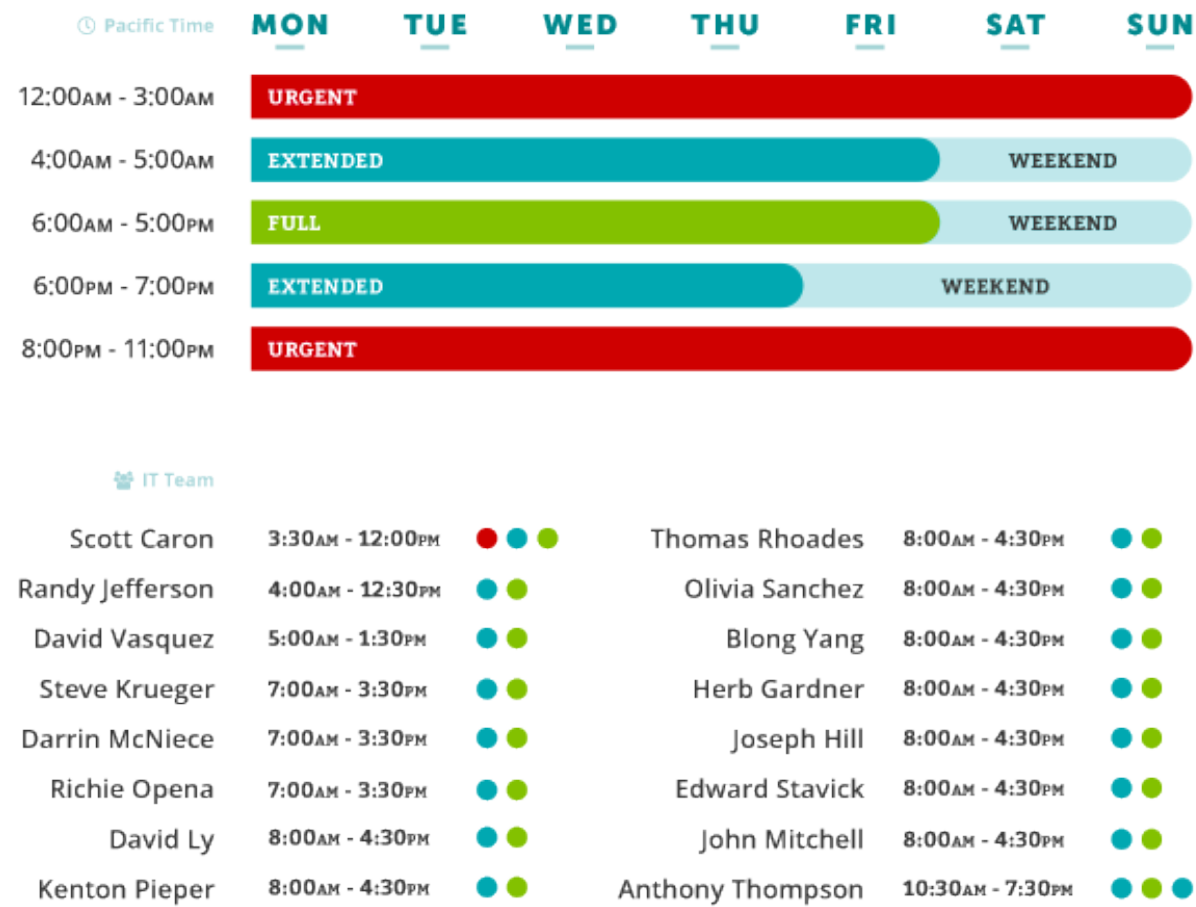
Example of data visualization with tertiary color Safety Orange. Best practice is to use only one additional tertiary color (Safety Orange) sparingly for maximum visual impact.



DATA VISUALIZATION &  
INFOGRAPHICS

Correct Color Usage

Example of data visualization with tertiary colors, used in CMG Life.



## 1.6 | COLOR PALETTE

### COLOR PALETTE

#### Correct Color Usage

Examples on this page show correct color usage. Use bright colors sparingly in one or two areas for maximum visual impact. Use the secondary core color palette (natural grays, dark blue) as supporting color palette which lets the CMG Green and teal colors shine in the foreground.



#### DO

Use colors from the color palette sparingly, with the secondary and primary palette ratio of 4:1.

## COLOR PALETTE

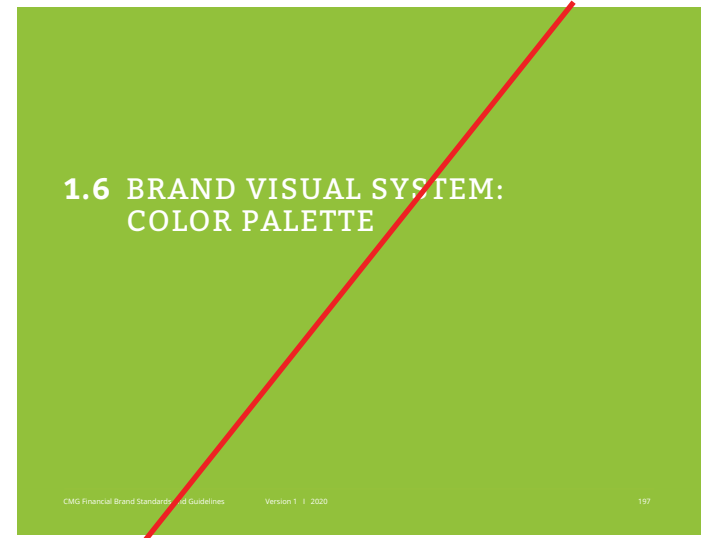
### Incorrect Color Usage

Examples on this page show incorrect color usage. Overall, it is best to avoid combining colors that are in the same value/hue range. Avoid large areas of the brightest colors in the color palette. Use bright colors sparingly in one to two areas for maximum visual impact.



#### DON'T

Use colors not in the color palettes. Avoid color combinations that optically vibrate and make text difficult to read. Do not use additional typefaces that are not approved CMG Financial brand typefaces.



#### DON'T

Overuse bright colors. Limit usage to no more than 25% of overall artwork.



## COLOR PALETTE

### Tertiary Color Usage

Examples of how the tertiary colors have been used in digital marketing campaign landing pages.



COLOR PALETTE

Tertiary Color Usage - Refi Landing Page

Examples of how the tertiary colors have been used in digital marketing campaign landing pages.

Golden Yellow	Bronze	Dark Sky Blue	Fountain Blue
CMYK (full color printing) C:3 M:8 Y:98 K:0	CMYK (full color printing) C:17 M:56 Y:100 K:3	CMYK (full color printing) C:45 M:10 Y:10 K:0	CMYK (full color printing) C:61 M:23 Y:27 K:0
PMS (spot color printing) Yellow 012 U	PMS (spot color printing) Pantone 138U	PMS (spot color printing) Pantone 4156U	PMS (spot color printing) Pantone 2233U
RGB (digital/on screen) R:251 G:222 B:11	RGB (digital/on screen) R:204 G:126 B:41	RGB (digital/on screen) R:137 G:193 B:215	RGB (digital/on screen) R:105 G:163 B:176
HEX (Web) #FBDE0B	HEX (Web) #CC7E29	HEX (Web) #89C1D7	HEX (Web) #69A3B0



## COLOR PALETTE

### Tertiary Color Usage - AIO Refi Landing Page

Examples of how the tertiary colors have been used in digital marketing campaign landing pages.

Golden Yellow	Bronze	Chelsea Cucumber
<b>CMYK (full color printing)</b> C:3 M:8 Y:98 K:0  <b>PMS (spot color printing)</b> Yellow 012 U  <b>RGB (digital/on screen)</b> R:251 G:222 B:11  <b>HEX (Web)</b> #FBDE0B	<b>CMYK (full color printing)</b> C:17 M:56 Y:100 K:3  <b>PMS (spot color printing)</b> Pantone 138U  <b>RGB (digital/on screen)</b> R:204 G:126 B:41  <b>HEX (Web)</b> #CC7E29	<b>CMYK (full color printing)</b> C:55 M:9 Y:100 K:0  <b>PMS (spot color printing)</b> Pantone 2294U  <b>RGB (digital/on screen)</b> R:131 G:181 B:65  <b>HEX (Web)</b> #83B541

Not sure where to start, talk to a local loan officer at 1-833-CMG-LEND

Refinance with AIO

Access your equity when you need it up to 10 years

Pay off your loan sooner, potentially in as little to 7-10 years

Build equity faster

Save thousands on mortgage interest

Access to home equity dollars for entire term

CMG Financial also offers additional Refinance options with our Jumbo Loans. Talk to a CMG loan officer for a consultation about which loan may be right for you.

Get Started Today!

TALK TO A LOAN OFFICER  
**1-833-CMG-LEND**

COLOR PALETTE

Tertiary Color Usage - VA Landing Page

Examples of how the tertiary colors have been used in digital marketing campaign landing pages.

Dark Sky Blue	Lochmara	Blue Whale
CMYK (full color printing) C:45 M:10 Y:10 K:0	CMYK (full color printing) C:83 M:46 Y:16 K:1	CMYK (full color printing) C:99 M:78 Y:43 K:37
PMS (spot color printing) Pantone 4156U	PMS (spot color printing) Pantone 633U	PMS (spot color printing) Pantone 5463U
RGB (digital/on screen) R:137 G:193 B:215	RGB (digital/on screen) R:44 G:121 B:168	RGB (digital/on screen) R:13 G:52 B:81
HEX (Web) #89C1D7	HEX (Web) #2C79A8	HEX (Web) #0D3451



## COLOR PALETTE

### Tertiary Color Usage - VA Purchase Landing Page

Examples of how the tertiary colors have been used in digital marketing campaign landing pages.

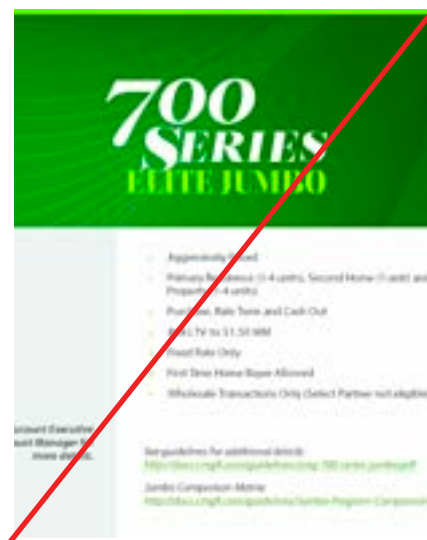
Seagull	Lochmara	Limeade	Blue Whale
<b>CMYK (full color printing)</b> C:45 M:10 Y:10 K:0	<b>CMYK (full color printing)</b> C:83 M:46 Y:16 K:1	<b>CMYK (full color printing)</b> C:65 M:17 Y:100 K:2	<b>CMYK (full color printing)</b> C:90 M:72 Y:50 K:49
<b>PMS (spot color printing)</b> Pantone 4156U	<b>PMS (spot color printing)</b> Pantone 633U	<b>PMS (spot color printing)</b> Pantone 369U	<b>PMS (spot color printing)</b> Pantone 5463U
<b>RGB (digital/on screen)</b> R:135 G:192 B:215	<b>RGB (digital/on screen)</b> R:44 G:121 B:168	<b>RGB (digital/on screen)</b> R:104 G:159 B:56	<b>RGB (digital/on screen)</b> R:27 G:49 B:66
<b>HEX (Web)</b> #87C0D7	<b>HEX (Web)</b> #2C79A8	<b>HEX (Web)</b> #689F38	<b>HEX (Web)</b> #1B3142



## COLOR PALETTE

### Incorrect Tertiary Color Usage

Examples on this page show incorrect tertiary color usage. Overall, it is best to avoid combining colors that are in the same value/hue range. Avoid large areas of the brightest colors in the color palette. Use bright colors sparingly in one to two areas for maximum visual impact.



#### DON'T

Use colors not in the color palettes. Avoid color combinations that optically vibrate and make text difficult to read.



#### DON'T

Overuse bright colors. Limit usage to no more than 25% of overall artwork.

COLOR PALETTE

Primary and Secondary Color Tints

Tints are shown as approved for use.

No Tints	CMG Green	Aqua Blue	Teal Blue	Navy Blue
		50%	50%	50%
		30%	30%	30%
		10%	10%	10%
		Silver Gray	CMG Gray	Dark Gray
		50%	50%	50%
		30%	30%	30%
		10%	10%	10%

## COLOR PALETTE

### Tertiary Color Tints

Tints are shown as approved for use.

Golden Yellow	Bronze	Safety Orange	Eucalyptus
50%	50%	50%	50%
30%	30%	30%	30%
10%	10%	10%	10%

Fountain Blue	Ship Cove	Midnight	Charade
50%	50%	50%	50%
30%	30%	30%	30%
10%	10%	10%	10%



COLOR PALETTE

Tertiary Color Tints (VA Loans)

Tints are shown as approved for use.

Dark Sky Blue	Lochmara	Blue Whale
50%	50%	50%
30%	30%	30%
10%	10%	10%

EXTENDED CORE BRANDS

CMG Life: Primary Color Palette

The CMG Life primary and secondary color palette is the same as the CMG Financial primary and secondary color palette with the addition of a tertiary color palette.

Our primary core colors are clean, bold and distinguished. This palette should be used for all brand applications. Primary core colors utilize hue, saturation, and value for maximum visual impact.

The secondary core colors are used to enhance and should be used in conjunction with the primary core colors. Secondary core colors utilize hue, desaturation, and value to support the primary core colors.

CMG Green	Aqua Blue	Teal Blue	CMG Gray
<b>CMYK (full color printing)</b> C:49 M:4 Y:100 K:0	<b>CMYK (full color printing)</b> C:74 M:16 Y:33 K:0	<b>CMYK (full color printing)</b> C:84 M:29 Y:41 K:4	<b>CMYK (full color printing)</b> C:65 M:58 Y:57 K:37
<b>PMS (spot color printing)</b> Pantone 382U	<b>PMS (spot color printing)</b> Pantone 7710U	<b>PMS (spot color printing)</b> Pantone 7712U	<b>PMS (spot color printing)</b> Pantone Black 6U
<b>RGB (digital/on screen)</b> R:146 G:193 B:59	<b>RGB (digital/on screen)</b> R:51 G:164 B:172	<b>RGB (digital/on screen)</b> R:19 G:136 B:144	<b>RGB (digital/on screen)</b> R:77 G:77 B:77
<b>HEX (Web)</b> #92C13B	<b>HEX (Web)</b> #32A4AC	<b>HEX (Web)</b> #138890	<b>HEX (Web)</b> #4D4D4D

## EXTENDED CORE BRANDS

**CMG Life: Secondary Color Palette**

The secondary core colors are used to enhance and should be used in conjunction with the primary core colors. Secondary core colors utilize hue, desaturation, and value to support the primary core colors.

<b>Light Gray</b>	<b>Gray</b>	<b>Silver Gray</b>	<b>Dark Gray</b>
<b>CMYK (full color printing)</b> C:3 M:2 Y:2 K:0	<b>CMYK (full color printing)</b> C:9 M:7 Y:7 K:0	<b>CMYK (full color printing)</b> C:36 M:29 Y:29 K:0	<b>CMYK (full color printing)</b> C:68 M:62 Y:61 K:51
<b>PMS (spot color printing)</b> Pantone 656U	<b>PMS (spot color printing)</b> Pantone 7541U	<b>PMS (spot color printing)</b> Pantone 7538U	<b>PMS (spot color printing)</b> Pantone Neutral Black U
<b>RGB (digital/on screen)</b> R:244 G:244 B:245	<b>RGB (digital/on screen)</b> R:228 G:228 B:228	<b>RGB (digital/on screen)</b> R:169 G:168 B:169	<b>RGB (digital/on screen)</b> R:59 G:59 B:59
<b>HEX (Web)</b> #F4F4F5	<b>HEX (Web)</b> #E4E4E4	<b>HEX (Web)</b> #A9A8A9	<b>HEX (Web)</b> #3B3B3B
<b>Navy Blue</b>	<b>White</b>	<b>True Black</b>	
<b>CMYK (full color printing)</b> C:80 M:67 Y:55 K:52	<b>CMYK (full color printing)</b> C:0 M:0 Y:0 K:0	<b>CMYK (full color printing)</b> C:100 M:100 Y:100 K:100	
<b>PMS (spot color printing)</b> Pantone 5463U	<b>PMS (spot color printing)</b> Opaque White (No Pantone)	<b>PMS (spot color printing)</b> Pantone Black C	
<b>RGB (digital/on screen)</b> R:42 G:52 B:61	<b>RGB (digital/on screen)</b> R:255 G:255 B:255	<b>RGB (digital/on screen)</b> R:0 G:0 B:0	
<b>HEX (Web)</b> #2A343D	<b>HEX (Web)</b> #FFFFFF	<b>HEX (Web)</b> #000000	

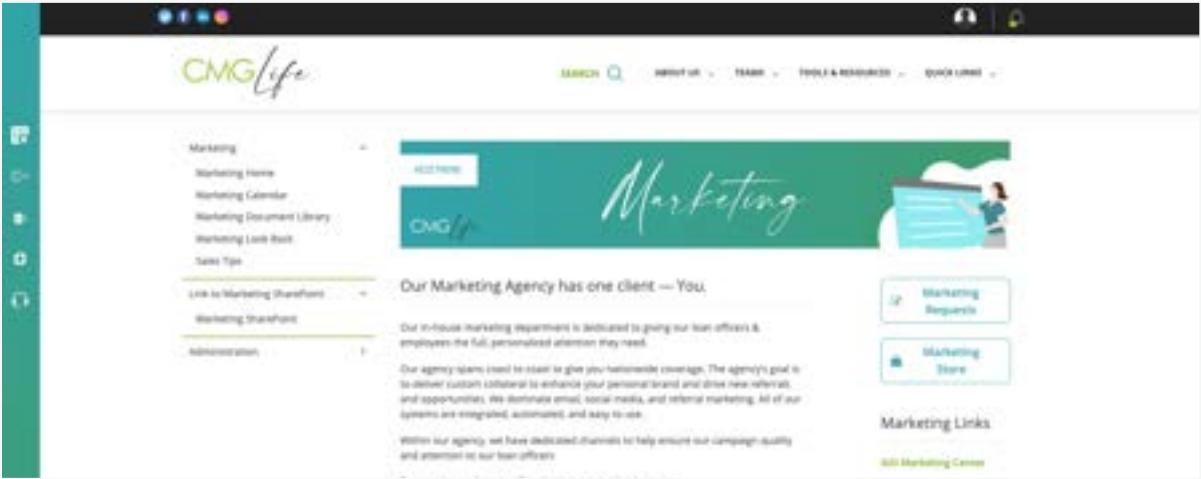
EXTENDED CORE BRANDS

CMG Life: Tertiary Accent Colors

The tertiary colors and color gradients are main level accents used in the UI elements such as main side bar navigation and engagement buttons. The tertiary color palette is also used for main header graphics and widgets.

Tertiary accent colors augment the CMG Life brand. Tertiary accent color gradients utilize hue, saturation, and value for special contexts and support the primary core and secondary core colors.

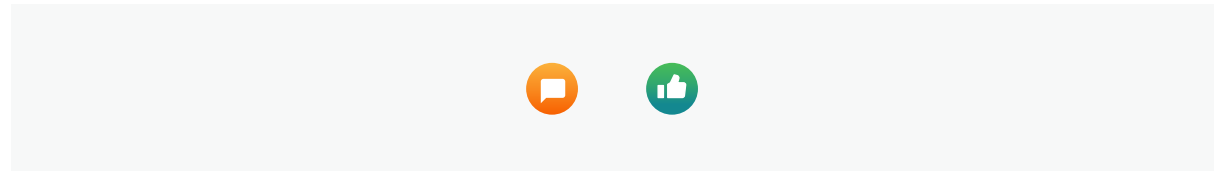
Blue - Green Gradient	Green - Blue Gradient	Orange - Red Orange Gradient
<b>CMYK (full color printing)</b> Blue: C:74 M:16 Y:33 K:0 Green: C:76 M:17 Y:72 K:2	<b>CMYK (full color printing)</b> Green: C:71 M:0 Y:90 K:0 Blue: C:84 M:29 Y:41 K:4	<b>CMYK (full color printing)</b> Or: C:0 M:35 Y:88 K:0 R.Or: C:0 M:77 Y:100 K:0
<b>PMS (spot color printing)</b> Blue: Pantone 632U Green: Pantone 7725U	<b>PMS (spot color printing)</b> Green: Pantone 2270U Blue: Pantone 7712U	<b>PMS (spot color printing)</b> Or: Pantone 1235U R.Or: Orange 021U
<b>RGB (digital/on screen)</b> Blue: R:50 G:164 B:172 Green: R:63 G:155 B:110	<b>RGB (digital/on screen)</b> Green: R:70 G:188 B:88 Blue: R:19 G:136 B:144	<b>RGB (digital/on screen)</b> Or: R:251 G:176 B:58 R.Or: R:247 G:95 B:0
<b>HEX (Web)</b> #32A4AC - #3F9B6E	<b>HEX (Web)</b> #46BC58 - #138890	<b>HEX (Web)</b> #FBB03A - #F75F00



## COLOR PALETTE: CMG LIFE UI/UX HIERARCHY

### 1st Level: Engagement UI buttons: Comment / Like

Tertiary accent colors are used in these engagement UI buttons on the CMG Life intranet.



### 2nd Level: Teal buttons

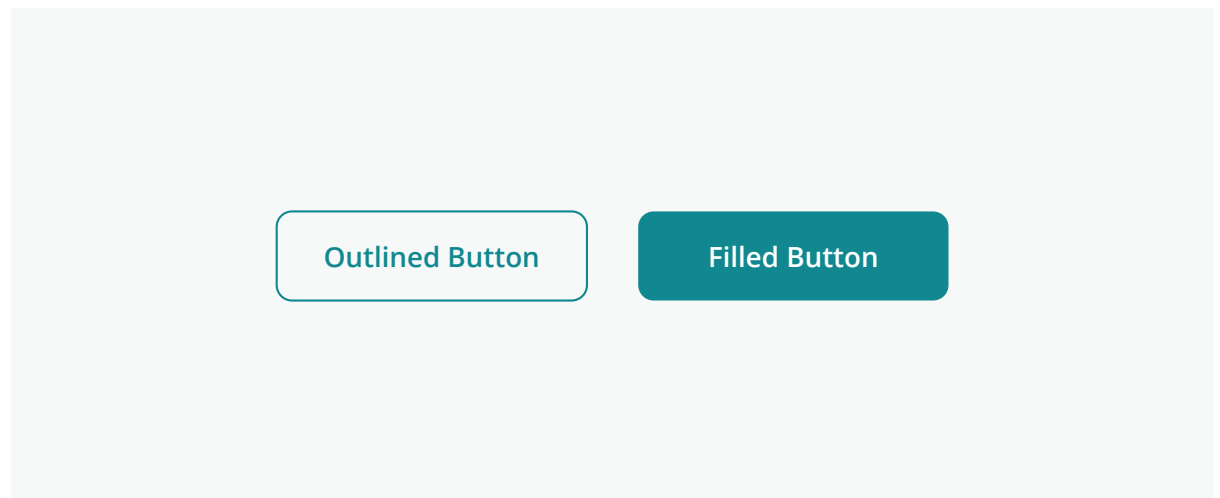
Primary core colors are used for second level UI buttons.

There are two options for the regular state.

- Option 1: outline and text are teal; background fill is white.
- Option 2: outline and background fill are teal; text is white.

There are two options for the hover state.

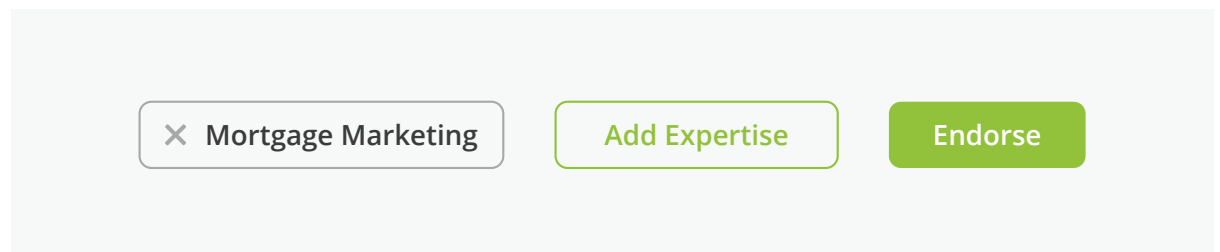
- **Option 1:** outline and text are teal; background fill is white.
- **Option 2:** outline and background fill are teal; text is white.



### 3rd Level: Expertise buttons

Primary and secondary core colors are used for third level UI buttons. There are two options for third level UI buttons.

- **Option 1:** Gray on Gray color palette.
- **Option 2:** CMG Green and white color palette.



EXTENDED CORE BRANDS


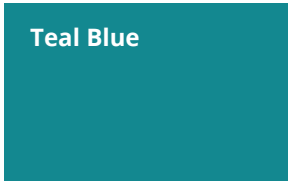
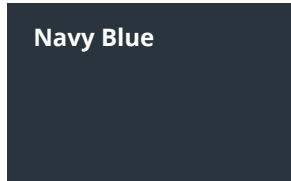
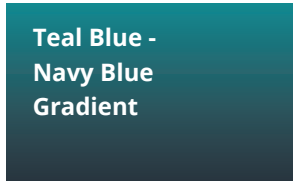
CMG Life App: Primary, Secondary, and Tertiary Color Palette

The CMG Life primary and secondary color palette is the same as the CMG Financial primary and secondary color palette with the addition of a tertiary gradient.

Our primary core colors are clean, bold and distinguished. This palette should be used for all brand applications. Primary core colors utilize hue, saturation, and value for maximum visual impact.

The secondary core colors are used to enhance and should be used in conjunction with the primary core colors. Secondary core colors utilize hue, desaturation, and value to support the primary core colors.

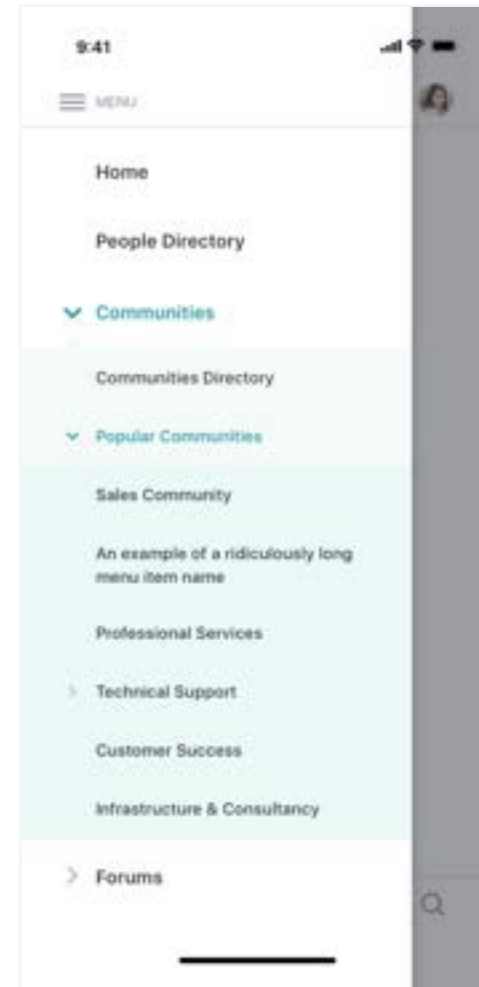
The tertiary accent color gradient augments the CMG Life App. The tertiary accent color gradient utilizes hue, desaturation, and value for special contexts and support the primary core and secondary core colors.

			
<b>CMG Green</b>	<b>Teal Blue</b>	<b>Navy Blue</b>	<b>Teal Blue - Navy Blue Gradient</b>
<b>CMYK (full color printing)</b> C:49 M:4 Y:100 K:0	<b>CMYK (full color printing)</b> C:84 M:29 Y:41 K:4	<b>CMYK (full color printing)</b> C:80 M:67 Y:55 K:52	<b>#FBDE0B - #2A343D</b>
<b>PMS (spot color printing)</b> Pantone 382U	<b>PMS (spot color printing)</b> Pantone 7712U	<b>PMS (spot color printing)</b> Pantone 5463U	
<b>RGB (digital/on screen)</b> R:146 G:193 B:59	<b>RGB (digital/on screen)</b> R:19 G:136 B:144	<b>RGB (digital/on screen)</b> R:42 G:52 B:61	
<b>HEX (Web)</b> #92C13B	<b>HEX (Web)</b> #138890	<b>HEX (Web)</b> #2A343D	

## EXTENDED CORE BRANDS

### Correct Color Usage

Examples of how the colors are used within the CMG Life App.



EXTENDED CORE BRANDS

Ask Payton: Primary Color Palette

The Ask Payton brand’s primary and secondary color palette is the same as the CMG Financial primary and secondary color palette with the addition of a tertiary color palette.

Our primary core colors are clean, bold and distinguished. This palette should be used for all brand applications. Primary core colors utilize hue, saturation, and value for maximum visual impact.

CMG Green	Aqua Blue	Teal Blue	CMG Gray
CMYK (full color printing) C:49 M:4 Y:100 K:0	CMYK (full color printing) C:74 M:16 Y:33 K:0	CMYK (full color printing) C:84 M:29 Y:41 K:4	CMYK (full color printing) C:65 M:58 Y:57 K:37
PMS (spot color printing) Pantone 382U	PMS (spot color printing) Pantone 7710U	PMS (spot color printing) Pantone 7712U	PMS (spot color printing) Pantone Black 6U
RGB (digital/on screen) R:146 G:193 B:59	RGB (digital/on screen) R:51 G:164 B:172	RGB (digital/on screen) R:19 G:136 B:144	RGB (digital/on screen) R:77 G:77 B:77
HEX (Web) #92C13B	HEX (Web) #32A4AC	HEX (Web) #138890	HEX (Web) #4D4D4D



## EXTENDED CORE BRANDS

**Ask Payton: Secondary Color Palette**

The secondary core colors are used to enhance and should be used in conjunction with the primary core colors. Secondary core colors utilize hue, desaturation, and value to support the primary core colors.

<b>Light Gray</b>	<b>Gray</b>	<b>Silver Gray</b>	<b>Dark Gray</b>
<b>CMYK (full color printing)</b> C:3 M:2 Y:2 K:0	<b>CMYK (full color printing)</b> C:9 M:7 Y:7 K:0	<b>CMYK (full color printing)</b> C:36 M:29 Y:29 K:0	<b>CMYK (full color printing)</b> C:68 M:62 Y:61 K:51
<b>PMS (spot color printing)</b> Pantone 656U	<b>PMS (spot color printing)</b> Pantone 7541U	<b>PMS (spot color printing)</b> Pantone 7538U	<b>PMS (spot color printing)</b> Pantone Neutral Black U
<b>RGB (digital/on screen)</b> R:244 G:244 B:245	<b>RGB (digital/on screen)</b> R:228 G:228 B:228	<b>RGB (digital/on screen)</b> R:169 G:168 B:169	<b>RGB (digital/on screen)</b> R:59 G:59 B:59
<b>HEX (Web)</b> #F4F4F5	<b>HEX (Web)</b> #E4E4E4	<b>HEX (Web)</b> #A9A8A9	<b>HEX (Web)</b> #3B3B3B
<b>Navy Blue</b>	<b>White</b>	<b>True Black</b>	
<b>CMYK (full color printing)</b> C:80 M:67 Y:55 K:52	<b>CMYK (full color printing)</b> C:0 M:0 Y:0 K:0	<b>CMYK (full color printing)</b> C:100 M:100 Y:100 K:100	
<b>PMS (spot color printing)</b> Pantone 5463U	<b>PMS (spot color printing)</b> Opaque White (No Pantone)	<b>PMS (spot color printing)</b> Pantone Black C	
<b>RGB (digital/on screen)</b> R:42 G:52 B:61	<b>RGB (digital/on screen)</b> R:255 G:255 B:255	<b>RGB (digital/on screen)</b> R:0 G:0 B:0	
<b>HEX (Web)</b> #2A343D	<b>HEX (Web)</b> #FFFFFF	<b>HEX (Web)</b> #000000	

EXTENDED CORE BRANDS

Ask Payton: Tertiary Color Palette

The tertiary accent color palette augments the Ask Payton brand. The tertiary accent color palette utilizes hue, desaturation, and value for special contexts and support the primary core and secondary core colors.

Ship Cove	Ebony	Charade
CMYK (full color printing) C:57 M:42 Y:18 K:0	CMYK (full color printing) C:78 M:69 Y:55 K:56	CMYK (full color printing) C:79 M:71 Y:57 K:67
PMS (spot color printing) Pantone 2137U	PMS (spot color printing) Pantone 5463U	PMS (spot color printing) Pantone 5463U
RGB (digital/on screen) R:122 G:137 B:171	RGB (digital/on screen) R:42 G:46 B:56	RGB (digital/on screen) R:32 G:35 B:44
HEX (Web) #7A89AB	HEX (Web) #2A2E38	HEX (Web) #20232C



EXTENDED STANDALONE  
LOAN PRODUCT BRAND

All In One Loan™: Primary Color Palette

Example of how the All In One Loan™ brand colors are being used.

CMG Green	Dark Sky Blue	Blue Sapphire	Eucalyptus
CMYK (full color printing) C:49 M:4 Y:100 K:0	CMYK (full color printing) C:45 M:10 Y:10 K:0	CMYK (full color printing) C:93 M:63 Y:30 K:11	CMYK (full color printing) C:76 M:17 Y:72 K:2
PMS (spot color printing) Pantone 382U	PMS (spot color printing) Pantone 4156U	PMS (spot color printing) Pantone 315U	PMS (spot color printing) Pantone 7725U
RGB (digital/on screen) R:146 G:193 B:59	RGB (digital/on screen) R:137 G:193 B:215	RGB (digital/on screen) R:24 G:90 B:128	RGB (digital/on screen) R:63 G:155 B:110
HEX (Web) #92C13B	HEX (Web) #89C1D7	HEX (Web) #185A80	HEX (Web) #3F9B6E

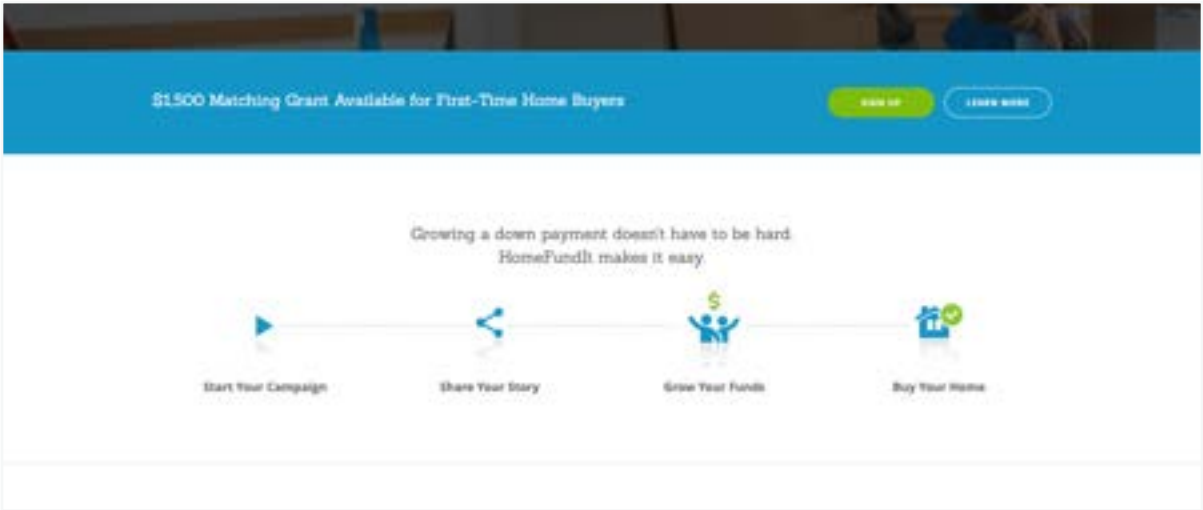


EXTENDED STANDALONE  
PLATFORM BRAND

HomeFundIt™: Primary Color Palette

Example of how the HomeFundIt™ brand colors are being used.

CMG Green	Bright Blue	Light Gray	Gray
CMYK (full color printing) C:49 M:4 Y:100 K:0	CMYK (full color printing) C:78 M:27 Y:7 K:0	CMYK (full color printing) C:3 M:2 Y:2 K:0	CMYK (full color printing) C:9 M:7 Y:7 K:0
PMS (spot color printing) Pantone 382U	PMS (spot color printing) Pantone 2393U	PMS (spot color printing) Pantone 656U	PMS (spot color printing) Pantone 7541U
RGB (digital/on screen) R:146 G:193 B:59	RGB (digital/on screen) R:21 G:149 B:199	RGB (digital/on screen) R:244 G:244 B:245	RGB (digital/on screen) R:228 G:228 B:228
HEX (Web) #92C13B	HEX (Web) #1595C7	HEX (Web) #F4F4F5	HEX (Web) #E4E4E4



## EXTENDED STANDALONE PLATFORM BRAND

### HomeFundIt™: Secondary Color Palette

The secondary core colors are used to enhance and should be used in conjunction with the primary core colors. Secondary core colors utilize hue, desaturation, and value to support the primary core colors.




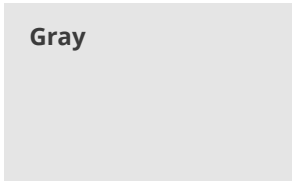
<b>Pale Cornflower Blue</b>	<b>Hippie Blue</b>	<b>San Marino</b>	<b>Curious Blue</b>
<b>CMYK (full color printing)</b> C:31 M:8 Y:0 K:0  <b>PMS (spot color printing)</b> Pantone 277U  <b>RGB (digital/on screen)</b> R:173 G:207 B:241  <b>HEX (Web)</b> #ADCFF1	<b>CMYK (full color printing)</b> C:69 M:28 Y:0 K:0  <b>PMS (spot color printing)</b> Pantone 2170U  <b>RGB (digital/on screen)</b> R:101 G:150 B:192  <b>HEX (Web)</b> #6596C0	<b>CMYK (full color printing)</b> C:93 M:44 Y:4 K:16  <b>PMS (spot color printing)</b> Pantone 7691U  <b>RGB (digital/on screen)</b> R:70 G:114 B:152  <b>HEX (Web)</b> #467298	<b>CMYK (full color printing)</b> C:82 M:25 Y:0 K:0  <b>PMS (spot color printing)</b> Pantone 7461U  <b>RGB (digital/on screen)</b> R:68 G:146 B:198  <b>HEX (Web)</b> #4492C6
<b>Sprout</b>	<b>Pine Glade</b>	<b>Deep Loch</b>	
<b>CMYK (full color printing)</b> C:12 M:0 Y:25 K:0  <b>PMS (spot color printing)</b> Pantone 7485U  <b>RGB (digital/on screen)</b> R:213 G:228 B:192  <b>HEX (Web)</b> #D5E4C0	<b>CMYK (full color printing)</b> C:23 M:3 Y:57 K:1  <b>PMS (spot color printing)</b> Pantone 7492U  <b>RGB (digital/on screen)</b> R:188 G:202 B:135  <b>HEX (Web)</b> #BCCA87	<b>CMYK (full color printing)</b> C:100 M:27 Y:30 K:56  <b>PMS (spot color printing)</b> Pantone 3165U  <b>RGB (digital/on screen)</b> R:47 G:92 B:102  <b>HEX (Web)</b> #2F5C66	

1.6 | COLOR PALETTE

EXTENDED STANDALONE  
LOAN PRODUCT BRAND

UplIt™: Primary Color Palette

Example of how the UplIt™ brand colors are being used.

			
<b>CMG Green</b>	<b>Bright Blue</b>	<b>Light Gray</b>	<b>Gray</b>
CMYK (full color printing) C:49 M:4 Y:100 K:0	CMYK (full color printing) C:78 M:27 Y:7 K:0	CMYK (full color printing) C:3 M:2 Y:2 K:0	CMYK (full color printing) C:9 M:7 Y:7 K:0
PMS (spot color printing) Pantone 382U	PMS (spot color printing) Pantone 2393U	PMS (spot color printing) Pantone 656U	PMS (spot color printing) Pantone 7541U
RGB (digital/on screen) R:146 G:193 B:59	RGB (digital/on screen) R:21 G:149 B:199	RGB (digital/on screen) R:244 G:244 B:245	RGB (digital/on screen) R:228 G:228 B:228
HEX (Web) #92C13B	HEX (Web) #1595C7	HEX (Web) #F4F4F5	HEX (Web) #E4E4E4

