

COLOR PALETTE

LOYALTY: VISIONARY & PRESTIGIOUS

CMYK 73% 100% 36% 46%

RGB 66 15 67

WEB #420F43

RELATIONSHIPS: TRUST & COMMUNICATION

CMYK 51% 9% 0% 0%

RGB 114 191 235

WEB #72BFEB

INNOVATION: FRESH & TRENDY

CMYK 21% 0% 100% 0%

RGB 212 221 38

WEB #D4DD26

ENTHUSIASM: GROWTH & HARMONY

CMYK 58% 8% 100% 0%

RGB 122 179 66

WEB #7AB342

INTEGRITY: CLASSIC & UNOBTRUSIVE

CMYK 0% 0% 0% 49%

RGB 149 151 154

WEB #95979A

COLOR TINTS

75%

50%

25%

75%

50%

25%

75%

50%

25%

75%

50%

25%

75%

50%

25%