

# COLOR PALETTE

Our color palette consists of neutral and dynamic colors that complement each other. The combination of these two color palettes allow the creation of materials that are visually interesting while expressing our personality.

## CORE COLORS

Our main color are Pantone Cool Gray 8 C and Pantone 3252 C accompanied by black and white. The official wordmark should appear in these colors.

## NEUTRAL SUPPORTING COLORS

There are some cool gray colors that can be used on any Visage application.

## DYNAMIC SUPPORTING COLORS

These dynamic colors are used to add contrast or to complement the neutral colors in supporting design elements such as headers, subtitles, and background. They are meant to highlight specific items on a page visually.



PANTONE  
COOL GRAY 11 C  
C 65 R 85  
M 57 G 85  
Y 52 B 89  
K 29  
555559



PANTONE  
COOL GRAY 8 C  
C 48 R 138  
M 40 G 138  
Y 38 B 141  
K 3  
8A8A8D



PANTONE  
COOL GRAY 6 C  
C 35 R 169  
M 29 G 168  
Y 28 B 169  
K 0  
A9A8A9



PANTONE  
COOL GRAY 4 C  
C 26 R 188  
M 22 G 187  
Y 22 B 186  
K 0  
BCBBBA



PANTONE  
COOL GRAY 2 C  
C 17 R 210  
M 14 G 207  
Y 15 B 205  
K 0  
D2CFCD



BLACK  
C 17 R 210  
M 14 G 207  
Y 15 B 205  
K 0  
D2CFCD



WHITE  
C 17 R 210  
M 14 G 207  
Y 15 B 205  
K 0  
D2CFCD



PANTONE  
YELLOW 012 C  
C 2 R 255  
M 12 G 214  
Y 100 B 0  
K 0  
FFD600



PANTONE  
130 C  
C 2 R 247  
M 38 G 167  
Y 100 B 0  
K 0  
F7A700



PANTONE  
ORANGE 021 C  
C 0 R 255  
M 83 G 80  
Y 100 B 0  
K 0  
FF5000



PANTONE  
WARM RED C  
C 0 R 255  
M 87 G 67  
Y 80 B 55  
K 0  
FF4337



PANTONE  
RED 032 C  
C 0 R 246  
M 93 G 50  
Y 76 B 62  
K 62  
F6323E



PANTONE  
RHODAMINE RED C  
C 5 R 231  
M 97 G 0  
Y 0 B 148  
K 0  
E70094



PANTONE  
213 C  
C 1 R 234  
M 98 G 98  
Y 24 B 24  
K 0  
EA1D75



PANTONE  
232 C  
C 5 R 239  
M 86 G 63  
Y 0 B 169  
K 0  
EF3FA9



PANTONE  
VIOLET C  
C 89 R 67  
M 100 G 0  
Y 1 B 152  
K 2  
430098



PANTONE  
BLUE 072  
C 100 R 5  
M 98 G 13  
Y 2 B 158  
K 3  
050D9E



PANTONE  
2747 C  
C 100 R 0  
M 94 G 26  
Y 24 B 113  
K 22  
001A71



PANTONE  
PROCESS CYAN  
C 100 R 0  
M 0 G 173  
Y 0 B 239  
K 0  
00ADEF



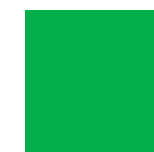
PANTONE  
PROCESS BLUE C  
C 100 R 0  
M 35 G 129  
Y 7 B 201  
K 0  
0081C9



PANTONE  
3252 C  
C 65 R 27  
M 0 G 207  
Y 29 B 201  
K 0  
1BCFC9



PANTONE  
GREEN C  
C 100 R 0  
M 0 G 168  
Y 65 B 135  
K 0  
00A887



PANTONE  
354 C  
C 94 R 0  
M 0 G 174  
Y 100 B 65  
K 0  
00AE41



PANTONE  
375 C  
C 46 R 148  
M 0 G 213  
Y 100 B 0  
K 0  
94D500



PANTONE  
348 C  
C 97 R 0  
M 22 G 131  
Y 100 B 61  
K 9  
00833D