◆ **LIONFISH DATA**

01 color systems

02 logo + marks

03 typography

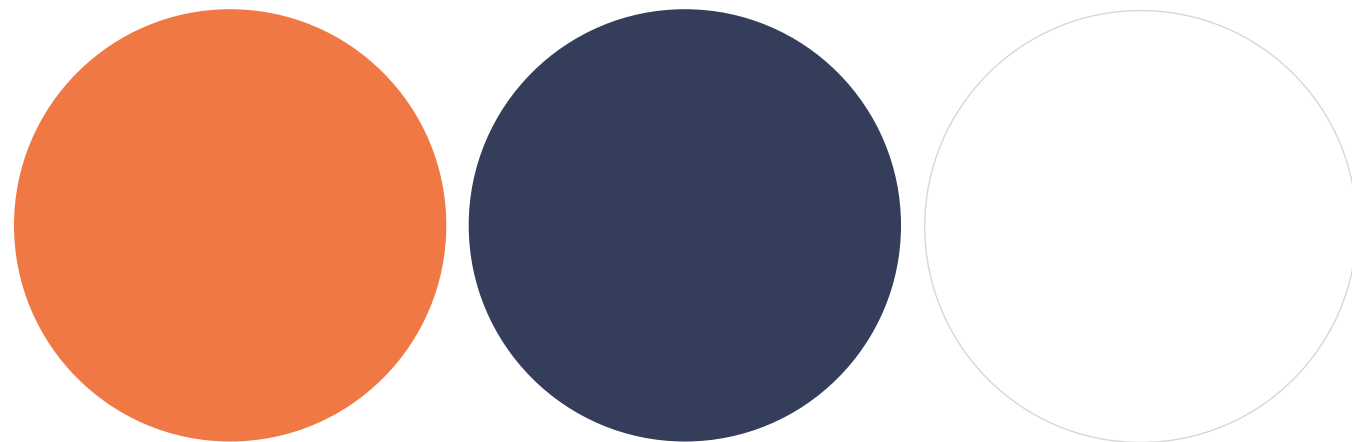**04** iconography

05 www + mobile

SECTION 01
COLOR SYSTEMS

The palette consists of three colors. The primary color is a navy with slate grey tones and is complimented with a bright tangerine orange. The tangerine orange is considered an accent color and should only be used when highlighting important content or used as a call to action button. A consistent consideration towards maintenance of these colors will create a unified brand across all communications.

PRIMARY COLOR PALETTE

TANGERINE

Hex: #EF7845
RGB: (239,120,69)
CMYK: (0, 0.5, 0.71, 0.06)
Web Safe Color:#FF6633

NAVY

Hex: #343D59
RGB: (52,61,89)
CMYK: (0.43, 0.31, 0, 0.65)
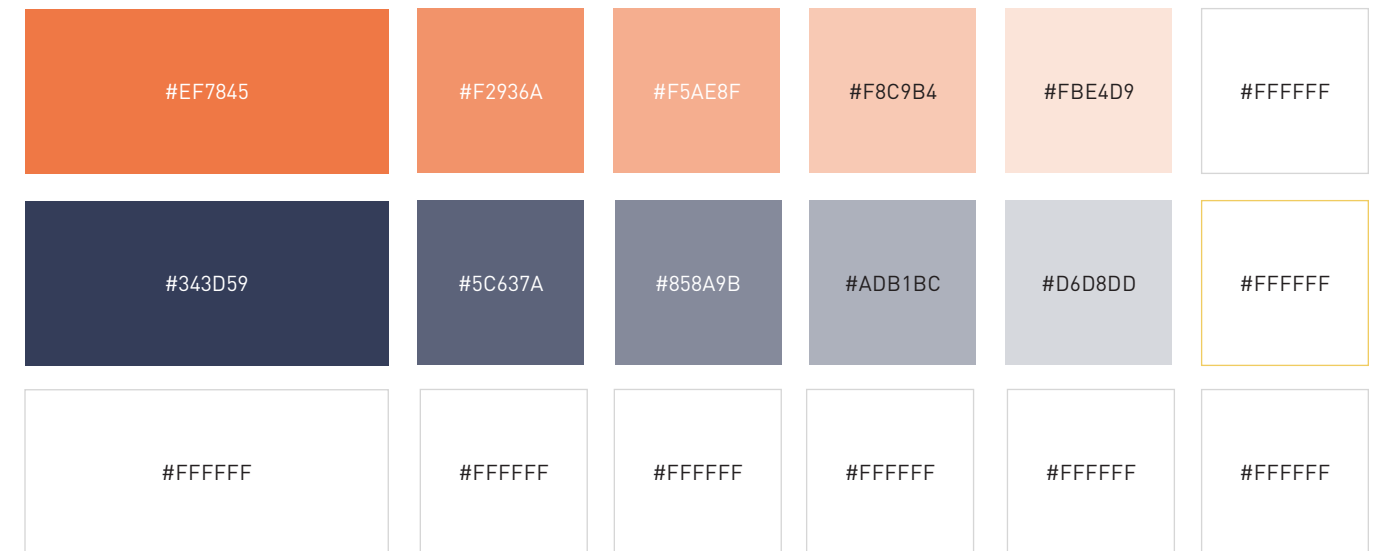Web Safe Color: #333366.

WHITE

Hex: #FFFFFF
RGB: (255, 255, 255)
CMYK: (0, 0, 0, 0)
Web Safe Color: #FFFFFF

GRADIENT

COLOR TINTS

A color *tint* is the mixture of a color with white, increasing its lightness. These colors should be used where the full saturation color would be too strong or distracting.

#EF7845	#F2936A	#F5AE8F	#F8C9B4	#FBE4D9	#FFFFFF
#343D59	#5C637A	#858A9B	#ADB1BC	#D6D8DD	#FFFFFF
#FFFFFF	#FFFFFF	#FFFFFF	#FFFFFF	#FFFFFF	#FFFFFF

COLOR SHADES

A color *shade* is the mixture of a color with black, increasing its darkness. These colors should be used rarely and with caution. It may cause distraction or confustion from the main color palette.

#EF7845	#D76C3E	#BF6037	#A75430	#8F4829	#773C22
#343D59	#2E3650	#293047	#242A3E	#1F2435	#1A1E2C
#FFFFFF	#E5E5E5	#CCCCCC	#B2B2B2	#999999	#7F7F7F