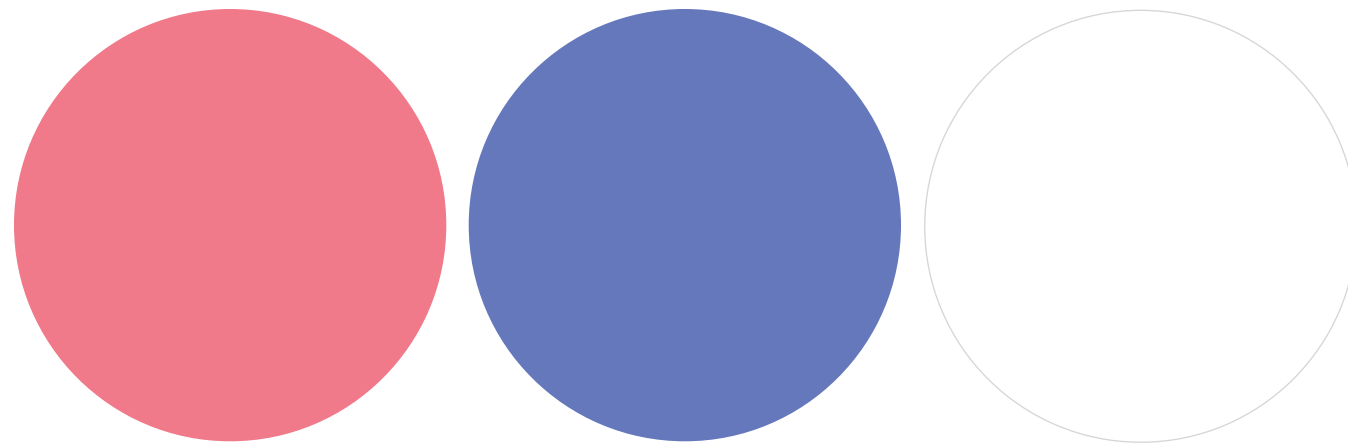


SECTION 01 COLOR SYSTEMS

The palette consists of three colors. The primary accent color is a sapphire blue with grey-silver tones and is complimented with white and a light coral accent color. A consistent consideration towards maintenance of these colors will create a unified brand across all communications.

PRIMARY COLOR PALETTE



LIGHT CORAL

Hex: #EF798A
 RGB: (239,121,138)
 CMYK: (0,0.49,0.42,0.06)
 Web Safe Color:#FF6699

SILVER SAPPHIRE

Hex: #6678B9
 RGB: (102,120,185)
 CMYK: (0.45, 0.35, 0, 0.27)
 Web Safe Color: #6666CC

WHITE

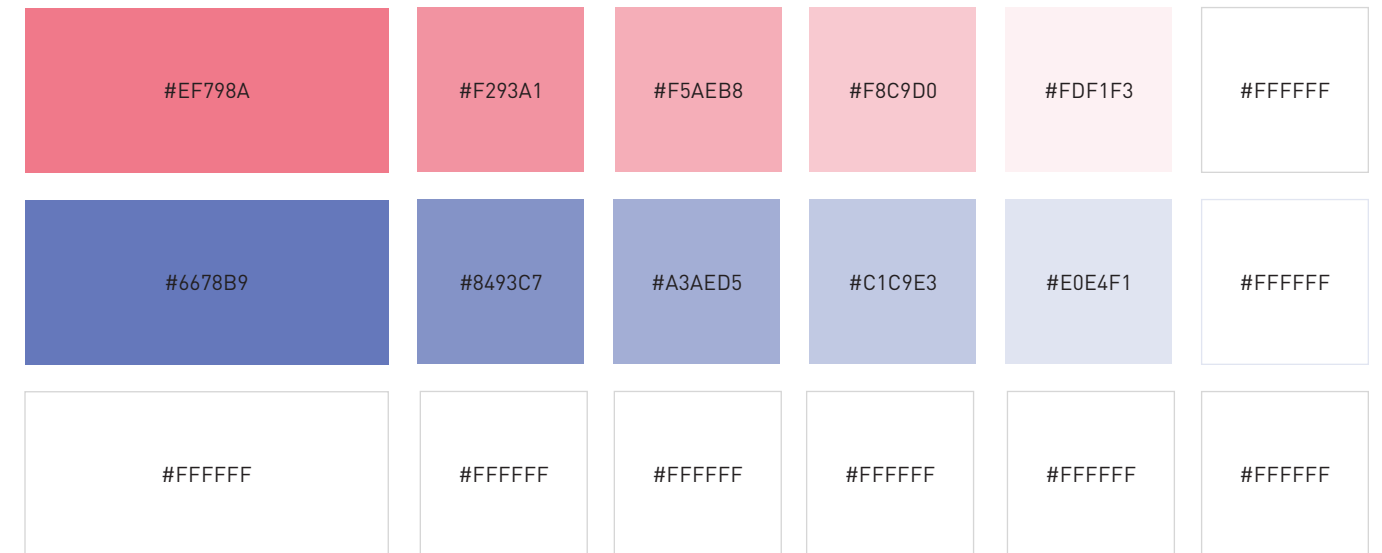
Hex: #FFFFFF
 RGB: (255, 255, 255)
 CMYK: (0, 0, 0, 0)
 Web Safe Color: #FFFFFF

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.



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 confusion from the main color palette.

