

## Our Color Palette

### A color palette with many possibilities

Our brand identity is a true reflection of our personality. Blue is the foundation of our color palette. The secondary and supplementary colors compliment the palette and provide a rich foundation to bring any collateral to life.

Color	Cobalt Blue
RGB:	R 0 / G 80 / B 181
CMYK:	C 100 / M 69 / Y 0 / K 0
PMS:	2388 C
HEX:	084EAB

Color	Jet
RGB:	R 55 / G 58 / B 54
CMYK:	C 70 / M 57 / Y 63 / K 65
PMS:	447 C
HEX:	333333

Color	Space Cadet
RGB:	R 20 / G 47 / B 85
CMYK:	C 100 / M 85 / Y 39 / K 34
PMS:	534 C
HEX:	1D3461

Color	Tufts Blue
RGB:	R 64 / G 126 / B 201
CMYK:	C 74 / M 44 / Y 0 / K 0
PMS:	660 C
HEX:	2E79BA

Color	Coral Red
RGB:	R 239 / G 51 / B 64
CMYK:	M 0 / C 90 / M 76 / K 0
PMS:	Red 032 C
HEX:	FB3640

Color	Royal Azure
RGB:	R 0 / G 61 / B 165
CMYK:	C 100 / M 76 / Y 0 / K 9
PMS:	293 C
HEX:	0538A1

Color	Azureish White
RGB:	R 221 / G 229 / B 237
CMYK:	C 10 / M 2 / Y 0 / K 0
PMS:	656 C
HEX:	D4E2EF

Primary Black

Primary Blue

Secondary Blue

Secondary Blue

Secondary Blue

Highlight

Background/Neutral Color

