

2.3 Color

Swatch Breakdowns



A Primary Brand Colors

These black, white, and blue mixes are the core foundation of our palette.

B Secondary Brand Colors

Purple and green should be used sparingly in particular use cases. Pink is tertiary, or when we need to break up the palette slightly.

A

BC Black

HEX	#121118
RGB	18 / 17 / 24
CMYK	77 / 64 / 52 / 71
PMS	Black 6 C

True White

HEX	#FFFFFF
RGB	255 / 255 / 255
CMYK	0 / 0 / 0 / 0
PMS	Opaque White

BC Blue

HEX	#0D52FF
RGB	13 / 82 / 255
CMYK	100 / 66 / 0 / 0
PMS	2388 C

B

BC Purple

HEX	#4100A3
RGB	65 / 0 / 163
CMYK	90 / 99 / 0 / 0
PMS	Violet C

BC Green

HEX	#03EADA
RGB	3 / 234 / 218
CMYK	49 / 0 / 23 / 0
PMS	3242 C

BC Pink

HEX	#F849A0
RGB	248 / 73 / 160
CMYK	0 / 83 / 3 / 0
PMS	212 C

2.3 Color

Swatch Breakdowns



A **Grayscale Values for Screen**
Values of gray are useful for subtle accents, UI elements, and text colors.

B **Grayscale Values for Print**
We use an abbreviated gray palette for print purposes.

A

HEX	RGB	HEX	RGB
#F6F7F9	246 / 247 / 249	#6D6E7A	109 / 110 / 122
#EDEFF3	237 / 239 / 243	#5D5D69	93 / 93 / 105
#E4E7ED	228 / 231 / 237	#4C4B58	75 / 75 / 88
#DBDFE7	219 / 223 / 231	#34313F	52 / 49 / 63
#D1D7E0	209 / 215 / 224	#2B2935	43 / 41 / 53
#AFB4BE	175 / 180 / 190	#23212B	35 / 33 / 43
#8E919C	142 / 145 / 156	#1B1922	27 / 25 / 34

B

CMYK	PMS
2 / 0 / 0 / 8	5315 C
5 / 5 / 0 / 28	5305 C
10 / 10 / 0 / 63	Cool Gray 8 C
10 / 10 / 0 / 80	2379 C

2.4 Color

Gradients



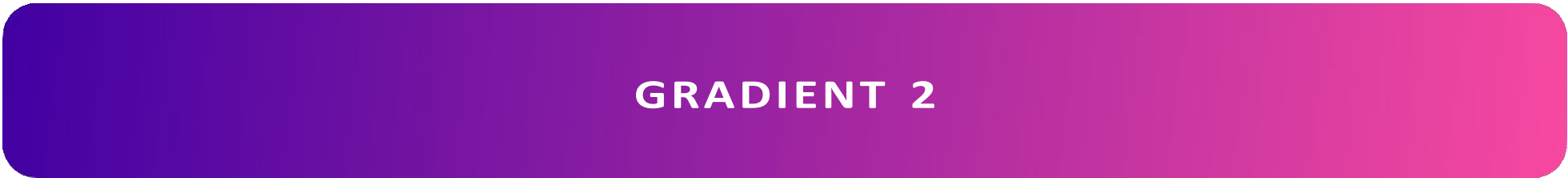
Core Gradients

These gradients are used throughout the website and marketing materials. Though most gradients seen here are grounded in a primary or secondary brand color, it is important to note the addition of new swatches found in gradients 2-5. These colors should only be used in this way; never use them as a flat color. The middle color-stops in Gradients 4 & 5 are important to include to prevent color banding.



#0D52FF

#4100A3



#4100A3

#F849A0



#4100A3

#A131ED



#0D52FF

#970FD4

#F849A0



#4100A3

#1998C7

#03EADA