

COLOR

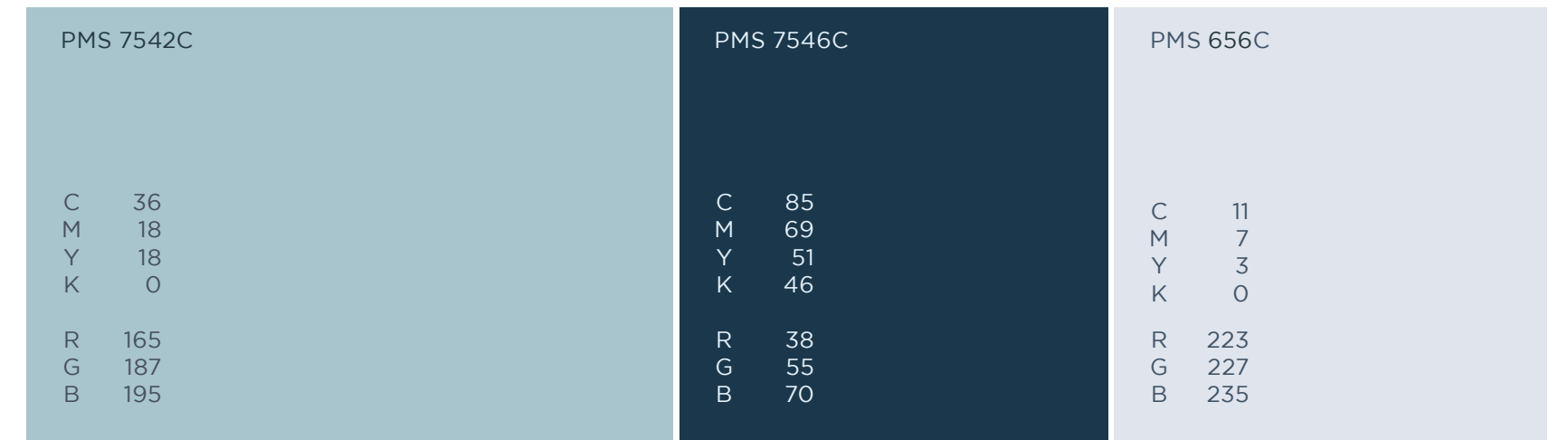
PING RED

The key color in our brand. It's powerful, people take notice when it's present. They also may notice little else, other than when it's in a pitched battle with other colors. When we want to stand out, we use Ping Red. Too much and you've got a bloodbath. So we limit its use to our trademark logo, and to thoughtfully and intentionally highlight something very specific, like a text link or a call-to-action (CTA).



CORE PALETTE

The addition of the slate blue, dark slate and light slate make a unique and modern combination that still maintains an open, warm and airy feel. The three represent a mid, light and deep tone to be used together as a foundation for copy and imagery, creating a cohesive visual environment.



EXTENDED PALETTE

The additional colors are meant to balance out the core palette. The addition of the muted green and gray mid-tone will be used for elements in expressions where there is more depth like a long format presentation or the website.

NOTE: Ping Red is shown here as part of the extended palette. Please refer to the Ping Red usage guidelines at the beginning of this section.

PMS 7542C	PMS 7546C	PMS 656C	PMS 622C	PMS 443C	PMS 7540C	PMS 1805CP
C 36 M 18 Y 18 K 0	C 85 M 69 Y 51 K 46	C 11 M 7 Y 3 K 0	C 23 M 2 Y 17 K 7	C 11 M 0 Y 1 K 42	C 11 M 0 Y 1 K 86	C 21 M 97 Y 91 K 12
R 165 G 187 B 195	R 38 G 55 B 70	R 223 G 227 B 235	R 182 G 209 B 200	R 144 G 158 B 164	R 64 G 71 B 75	R 179 G 40 B 45
						NA

EXTENDED SECONDARY ACCENT PALETTE

These additional colors will be used in two instances for our call to action as well as the addition of a bold pop of color used as an accent color to communicate strong statements and other important information. The blue shade will be used primarily as our CTA as well as an accent shade, chartreuse shades solely used as accent colors.

PMS PROCESS BLUE C	PMS 382C	PMS 379C
C 80 M 43 Y 0 K 0	C 30.86 M 45 Y 100 K 0	C 13 M 0 Y 71 K 0
R 43 G 128 B 195	R 189 G 212 B 49	R 227 G 231 B 111