

Global Brand Book

Colors

2023 Brand Book

PRIMARY		HEX #002663 RGB 0, 38, 99 CMYK 100, 95, 0, 42	TERTIAL		HEX #a5d6a7 RGB 165, 214, 167 CMYK 23, 0, 22, 16 HEX #2196f3 RGB 33, 150, 243 CMYK 86, 38, 0, 5 HEX #c4002b RGB 196, 0, 43 CMYK 18, 100, 90, 10 HEX #e07a3f RGB 224, 122, 63 CMYK 0, 46, 72, 12 HEX #eeba6d RGB 238, 186, 109 CMYK 9, 29, 66, 0	NEUTRALS		HEX #262f3d RGB 38, 47, 61 CMYK 38, 23, 0, 76 HEX #a9adb1 RGB 169, 173, 177 CMYK 36, 27, 25, 0 HEX #e6e8e8 RGB 230, 232, 232 CMYK 8, 5, 6, 0 HEX #897a6b RGB 137, 122, 107 CMYK 0, 11, 22, 46 HEX #b5aca1 RGB 181, 172, 161 CMYK 0, 5, 11, 29
SECONDARY		HEX #02579a RGB 2, 87, 154 CMYK 38, 23, 0, 76 HEX #4fc2f8 RGB 79, 194, 248 CMYK 68, 22, 0, 3 HEX #00695b RGB 0, 105, 91 CMYK 100, 0, 13, 59 HEX #80cbc4 RGB 128, 203, 196 CMYK 37, 0, 3, 20	*	*				

*New to the 2023 Brand Book

2023 Web Only Colors



HEX #124778



HEX #9fce00



HEX #f19d23

Discontinued 2019 Brand Book Colors



HEX #2f7d32
RGB 47, 125, 50
CMYK 62, 0, 60, 51



HEX #fa7325
RGB 250, 115, 37
CMYK 86, 38, 0, 5



HEX #e59161
RGB 229, 145, 97
CMYK 0, 37, 58, 10



HEX #fec128
RGB 254, 193, 40
CMYK 0, 24, 84, 0



HEX #2a3c39
RGB 42, 60, 57
CMYK 30, 0, 5, 76

Discontinued 2017 Brand Book Colors



CMYK 98, 76, 26, 10
RGB 23, 74, 125
HEX #174a7c
Pantone 7687



CMYK 53, 11, 100, 0
RGB 137, 179, 54
HEX #89b336
Pantone 2294 U



CMYK 9, 63, 85, 0
RGB 224, 122, 63
HEX #de791c
Pantone 7565



CMYK 50, 45, 50, 10
RGB 165, 157, 149
HEX #a59d95
Pantone warm grey 10



CMYK 85, 19, 0, 0
RGB 0, 157, 220
HEX #009ddc
Pantone 299



CMYK 59, 0, 100, 0
RGB 122, 184, 0
HEX #7ab800
Pantone 376



CMYK 2, 54, 100, 0
RGB 242, 139, 0
HEX #f28b00
Pantone 144C



CMYK 0, 0, 15, 82
RGB 84, 83, 74
HEX #54534a
Pantone Black 7



CMYK 38, 14, 0, 9
RGB 144, 199, 231
HEX #90c7e7
Pantone 291 C



CMYK 77, 15, 33, 0
RGB 17, 163, 170
HEX #11a3aa
Pantone 7467 C



CMYK 0, 24, 84, 0
RGB 254, 192, 41
HEX #fec029
Pantone 7408 C



CMYK 18, 92, 79, 7
RGB 191, 54, 61
HEX #bf363d
Pantone 180 C