





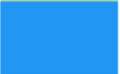











# Global Brand Book

## Colors

### 2023 Brand Book

PRIMARY		HEX #002663 RGB 0, 38, 99 CMYK 100, 95, 0, 42
		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
SECONDARY		HEX #80cbc4 RGB 128, 203, 196 CMYK 37, 0, 3, 20
		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
TERTIARY		HEX #e07a3f RGB 224, 122, 63 CMYK 0, 46, 72, 12
		HEX #eeba6d RGB 238, 186, 109 CMYK 9, 29, 66, 0
		HEX #262f3d RGB 38, 47, 61 CMYK 38, 23, 0, 76
		HEX #a9adb1 RGB 169, 173, 177 CMYK 36, 27, 25, 0
NEUTRALS		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
		

\*New to the 2023 Brand Book

### 2023 Web Only Colors



HEX #124778



HEX #9fcee0



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