

OUR COLORS

Our brand colors are made up of strong, confident blues paired with warm white and bright pops of rusty orange. The overall effect is clean and confident, but approachable.

Thoughtful, vetted color pairings maximize legibility through contrast.

Use our colors consistently and with discipline to communicate clearly while building brand equity and distinctiveness.

OUR COLORS

CORE BRAND COLORS

Our brand palette is made of core brand colors as well as secondary colors used to round out product and marketing designs.

Use the core brand colors first, and more often, to build brand distinctiveness and personality through color.

CIQ BLUE is our signature brand color; it should always have a clear role in design. It can be a bold hue leading the design, or it may be reserved for a bold pop in the logo, creating visual emphasis.

CIQ ORANGE adds a warm accent to our signature brand blue. Use WHITE, WARM WHITE and INK BLUE to create crisp, clean layouts with high contrast and strong legibility.



**CIQ BLUE**

Pantone **298 C**

CMYK **65/18/0/0**

RGB **73/169/222**

Hex Code **49a9de**



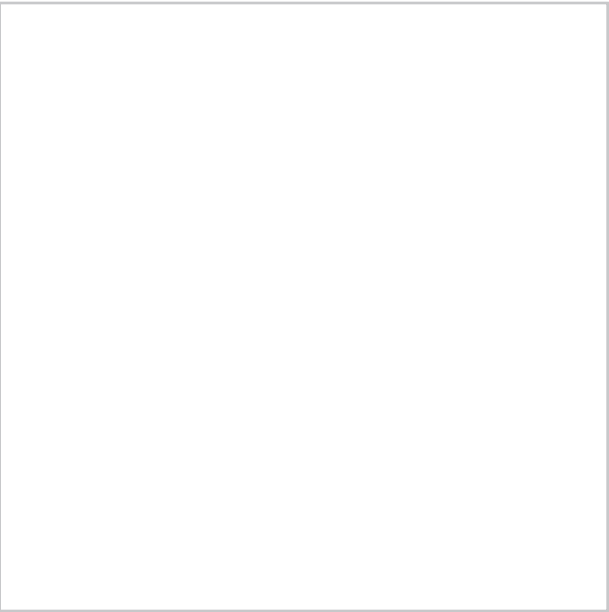
**CIQ ORANGE**

Pantone **158 C**

CMYK **3/64/99/0**

RGB **237/122/36**

Hex Code **ed7a24**



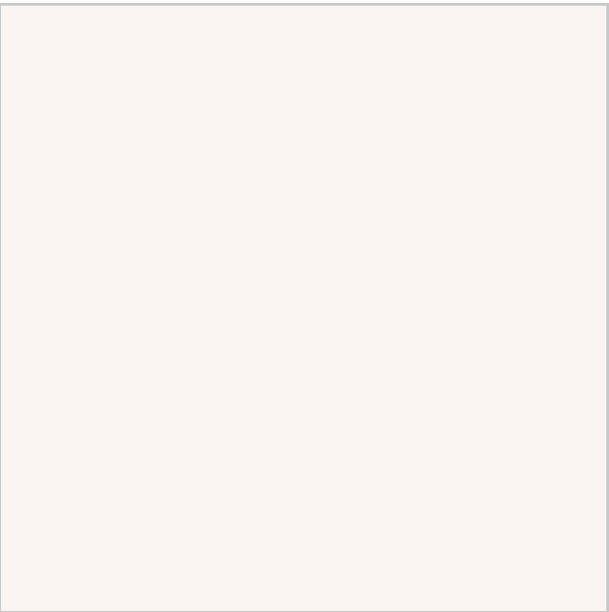
**WHITE**

Pantone **NEED**

CMYK **0/0/0/0**

RGB **255/255/255**

Hex Code **ffffff**



**WARM WHITE**

Pantone **Warm Gray 1 C**

CMYK **1/2/3/0**

RGB **250/245/242**

Hex Code **faf5f2**



**INK BLUE**

Pantone **5395 C**

CMYK **95/83/50/64**

RGB **5/23/48**

Hex Code **051730**

OUR COLORS  
SECONDARY COLORS

Use the secondary color palette with discretion to create visual variety and hierarchy across graphic layouts. Work to lead with the core colors, using additional palette options to support the former.

5395 C	303 C	2955 C	541 C	653 C
95/83/50/64	97/83/46/54	100/87/36/28	100/86/23/8	81/60/19/2
5/23/48	10/33/61	18/48/92	23/64/125	69/102/150
051730	0a213d	12305c	17407d	456696
160 C	158 C	6016 C	6015 C	6015 C 50% Tint
23/71/100/11	3/64/99/0	0/43/72/0	0/32/52/0	0/20/32/0
178/92/28	237/122/36	255/163/87	255/186/130	255/209/171
b25c1c	ed7a24	ffa357	ffba82	ffd1ab
3435 C	2250 C	2248 C	2248 C 75% Tint	2248 C 50% Tint
89/39/91/38	80/4/84/0	69/0/66/0	54/0/48/0	36/0/30/0
10/87/51	20/171/99	69/189/130	115/204/161	161/222/194
0a5733	14ab63	45bd82	73cca1	a1dec2
2392 C	298 C	298 C 75% Tint	298 C 50% Tint	298 C 25% Tint
79/41/20/1	65/18/0/0	53/11/1/0	40/6/2/0	27/2/2/0
56/128/166	73/169/222	110/186/229	145/204/235	181/222/242
3880a6	49a9de	6ebae5	91cceeb	b5def2