

Brand	<p>Brand Purple</p> <p>Pantone 255C CMYK: 53/96/10/24 RGB: 114/36/108 HEX: #72246C</p>	<p>White</p> <p>CMYK: 0/0/0/0 RGB: 255/255/255 HEX: #FFFFFF</p>	<p>Black</p> <p>CMYK:0/0/0/100 RGB: 0/0/0 HEX: #000000</p>
Primary: dynamic	<p>Dynamic Orange</p> <p>Pantone 7409C CMYK: 0/31/100/0 RGB: 240/179/35 HEX: #F0B323</p>	<p>Dynamic Blue</p> <p>Pantone 298C CMYK: 67/2/0/0 RGB: 65/182/230 HEX: #41B6E6</p>	<p>Dynamic Green</p> <p>Pantone 7738C CMYK: 74/0/98/2 RGB: 72/162/63 HEX: #48A23F</p>
Secondary: influential	<p>Influential Orange</p> <p>Pantone 7578C CMYK: 0/67/100/0 RGB: 220/107/47 HEX: #DC6B2F</p>	<p>Influential Blue</p> <p>Pantone 7455C CMYK: 90/66/0/0 RGB: 58/93/174 HEX: #3A5DAE</p>	<p>Influential Green</p> <p>Pantone 7717C CMYK: 96/0/47/19 RGB: 0/133/125 HEX: #00857D</p>
Neutrals	<p>Light Gray</p> <p>Pantone Cool Gray 4C CMYK: 12/8/9/23 RGB: 187/188/188 HEX: #BBBCBC</p>	<p>Medium Gray</p> <p>Pantone Cool Gray 7C CMYK: 20/14/12/40 RGB: 136/139/141 HEX: #888B8D</p>	<p>Dark Gray</p> <p>Pantone Cool Gray 10C CMYK: 40/30/20/66 RGB: 99/102/106 HEX: #63666A</p>