

Red



Green



Blue



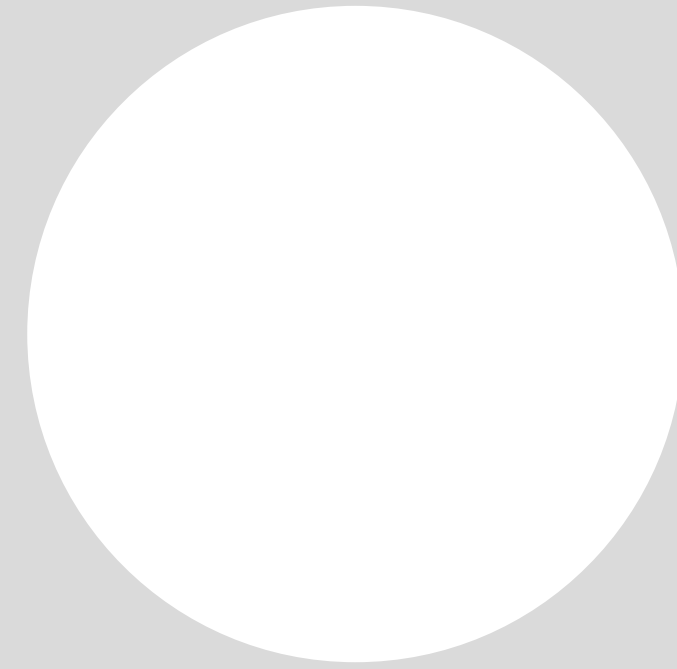
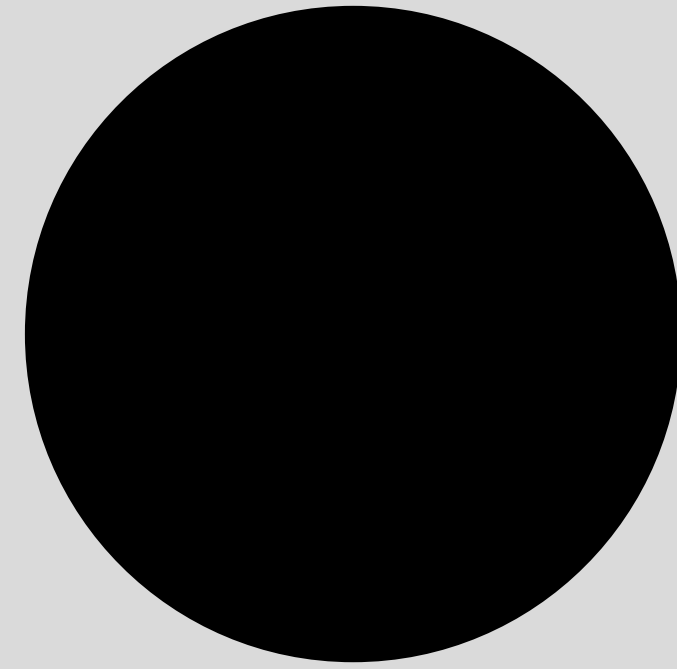
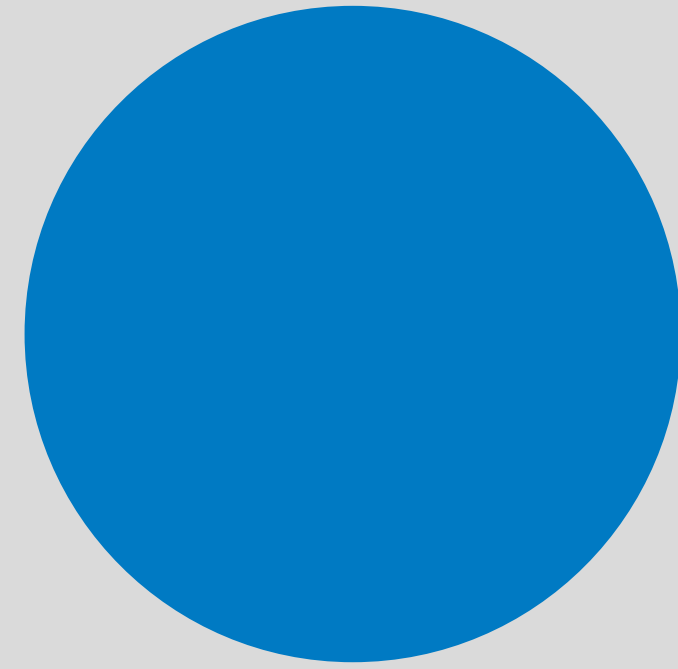
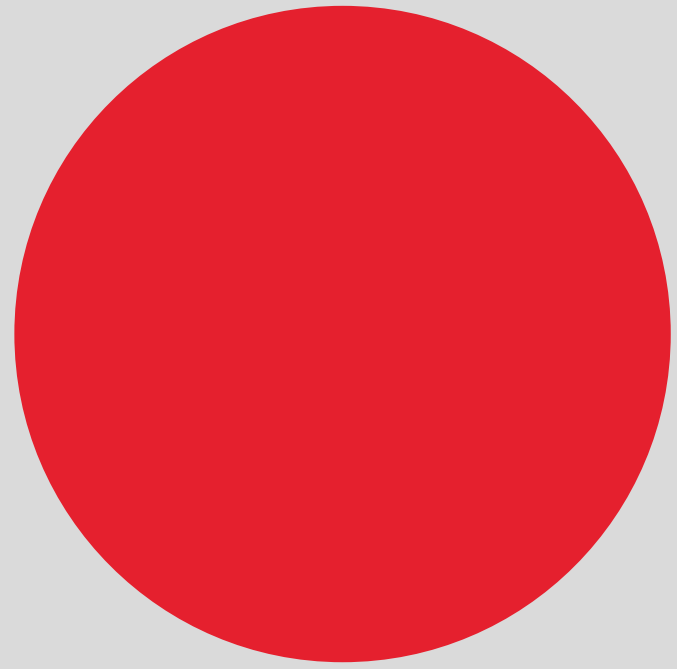
Black



White



# Base colors



---

**HEX**  
#E5202E

**HEX**  
#85BC20

**HEX**  
#007AC3

**HEX**  
#000000

**HEX**  
#FFFFFF

**RGB**  
229, 32, 46

**RGB**  
133, 188, 32

**RGB**  
0, 122, 195

**RGB**  
0, 0, 0

**RGB**  
255, 255, 255

**CMYK**  
4, 99, 91, 0

**CMYK**  
53, 4, 100, 0

**CMYK**  
85, 46, 0, 0

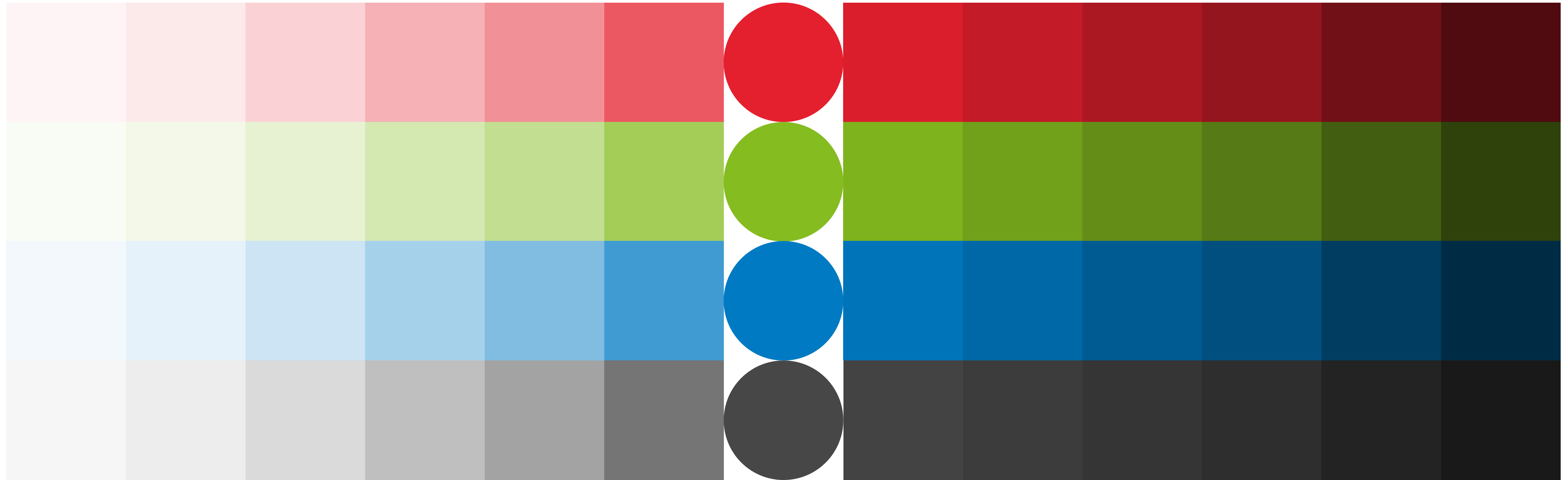
**CMYK**  
40, 30, 30, 100

**CMYK**  
0, 0, 0, 0

# Tints and shades

Adding white to base color

Adding black to base color



+95%

+90%

+80%

+65%

+50%

+25%

Base

+5%

+15%

+25%

+35%

+50%

+65%

Tints

Shades

# Reds

<b>Red 25</b> HEX #FEF4F5 RGB 254, 244, 245 CMYK 0, 4, 1, 0  <b>AAA</b> 19.47	<b>Red 50</b> HEX #FCE9EA RGB 252, 233, 234 CMYK 0, 9, 3, 0  <b>AAA</b> 17.98	<b>Red 100</b> HEX #FAD2D5 RGB 250, 210, 213 CMYK 0, 20, 8, 0  <b>AAA</b> 15.24	<b>Red 175</b> HEX #F6B1B6 RGB 246, 177, 182 CMYK 0, 37, 16, 0  <b>AAA</b> 11.88	<b>Red 250</b> HEX #F29097 RGB 242, 144, 151 CMYK 0, 54, 26, 0  <b>AAA</b> 9.21	<b>Red 375</b> HEX #EC5862 RGB 236, 88, 98 CMYK 2, 81, 54, 0  <b>AA</b> 6.13	<b>Red 500</b> HEX #E5202E RGB 229, 32, 46 CMYK 4, 99, 91, 0  <b>AA</b> 4.58
<b>Red 525</b> HEX #DA1E2C RGB 218, 30, 44 CMYK 8, 100, 94, 1  <b>AA</b> 4.99	<b>Red 575</b> HEX #C31B27 RGB 195, 27, 39 CMYK 16, 100, 97, 6  <b>AA</b> 5.98	<b>Red 625</b> HEX #AC1822 RGB 172, 24, 34 CMYK 22, 100, 100, 15  <b>AAA</b> 7.22	<b>Red 675</b> HEX #95151E RGB 149, 21, 30 CMYK 26, 100, 98, 25  <b>AAA</b> 8.73	<b>Red 750</b> HEX #721017 RGB 114, 16, 23 CMYK 31, 99, 93, 44  <b>AAA</b> 11.65	<b>Red 825</b> HEX #500B10 RGB 80, 11, 16 CMYK 41, 90, 78, 64  <b>AAA</b> 15.03	

# Greens

<b>Green 25</b> HEX #F9FCF4 RGB 249, 252, 244 CMYK 2, 0, 4, 0  <b>AAA</b> 20.25	<b>Green 50</b> HEX #F3F8E9 RGB 243, 248, 233 CMYK 4, 0, 9, 0  <b>AAA</b> 19.41	<b>Green 100</b> HEX #E7F2D2 RGB 231, 242, 210 CMYK 9, 0, 21, 0  <b>AAA</b> 18.02	<b>Green 175</b> HEX #D4E8B1 RGB 212, 232, 177 CMYK 18, 0, 38, 0  <b>AAA</b> 15.97	<b>Green 250</b> HEX #C2DE90 RGB 194, 222, 144 CMYK 26, 0, 56, 0  <b>AAA</b> 14.14	<b>Green 375</b> HEX #A4CD58 RGB 164, 205, 88 CMYK 40, 1, 84, 0  <b>AAA</b> 11.45	<b>Green 500</b> HEX #85BC20 RGB 133, 188, 32 CMYK 53, 4, 100, 0  <b>AAA</b> 9.21
<b>Green 525</b> HEX #7EB31E RGB 126, 179, 30 CMYK 57, 9, 100, 0  <b>AAA</b> 8.35	<b>Green 575</b> HEX #71A01B RGB 113, 160, 27 CMYK 62, 18, 100, 2  <b>AA</b> 6.74	<b>Green 625</b> HEX #648D18 RGB 100, 141, 24 CMYK 66, 25, 100, 8  <b>AA</b> 5.36	<b>Green 675</b> HEX #567A15 RGB 86, 122, 21 CMYK 69, 32, 100, 17  <b>AA</b> 5.01	<b>Green 750</b> HEX #425E10 RGB 66, 94, 16 CMYK 72, 41, 100, 33  <b>AAA</b> 7.39	<b>Green 825</b> HEX #2F420B RGB 47, 66, 11 CMYK 72, 49, 100, 53  <b>AAA</b> 11.02	

# Blues

<b>Blue 25</b> HEX #F2F8FC RGB 242, 248, 252 CMYK 4, 0, 0, 0  <b>AAA</b> 19.6	<b>Blue 50</b> HEX #E6F2F9 RGB 230, 242, 249 CMYK 8, 1, 1, 0  <b>AAA</b> 18.43	<b>Blue 100</b> HEX #CCE4F3 RGB 204, 228, 243 CMYK 18, 3, 1, 0  <b>AAA</b> 15.95	<b>Blue 175</b> HEX #A6D1EA RGB 166, 209, 234 CMYK 33, 7, 3, 0  <b>AAA</b> 12.92	<b>Blue 250</b> HEX #80BDE1 RGB 128, 189, 225 CMYK 47, 12, 3, 0  <b>AAA</b> 10.28	<b>Blue 375</b> HEX #409BD2 RGB 64, 155, 210 CMYK 70, 26, 1, 0  <b>AA</b> 6.83	<b>Blue 500</b> HEX #007AC3 RGB 0, 122, 195 CMYK 85, 46, 0, 0  <b>AA</b> 4.59
<b>Blue 525</b> HEX #0074B9 RGB 0, 116, 185 CMYK 88, 50, 1, 0  <b>AA</b> 5	<b>Blue 575</b> HEX #0068A6 RGB 0, 104, 166 CMYK 92, 58, 9, 1  <b>AA</b> 5.94	<b>Blue 625</b> HEX #005B92 RGB 0, 91, 146 CMYK 96, 67, 18, 3  <b>AAA</b> 7.21	<b>Blue 675</b> HEX #004F7F RGB 0, 79, 127 CMYK 100, 73, 27, 10  <b>AAA</b> 8.66	<b>Blue 750</b> HEX #003D61 RGB 0, 61, 97 CMYK 100, 77, 38, 26  <b>AAA</b> 11.41	<b>Blue 825</b> HEX #002B44 RGB 0, 43, 68 CMYK 100, 78, 47, 48  <b>AAA</b> 14.69	

# Neutrals

<b>Neutral 25</b>  HEX #F6F6F6 RGB 246, 246, 246 CMYK 2, 2, 2, 0          <b>AAA</b> 19.43	<b>Neutral 50</b>  HEX #EDED RGB 237, 237, 237 CMYK 6, 4, 4, 0          <b>AAA</b> 17.93	<b>Neutral 100</b>  HEX #DADADA RGB 218, 218, 218 CMYK 13, 10, 11, 0          <b>AAA</b> 15.02	<b>Neutral 175</b>  HEX #BFBFBF RGB 191, 191, 191 CMYK 25, 20, 20, 0          <b>AAA</b> 11.41	<b>Neutral 250</b>  HEX #A3A3A3 RGB 163, 163, 163 CMYK 38, 31, 32, 0          <b>AAA</b> 8.32	<b>Neutral 375</b>  HEX #757575 RGB 117, 117, 117 CMYK 55, 47, 46, 12          <b>AA</b> 4.6	<b>Neutral 500</b>  HEX #474747 RGB 71, 71, 71 CMYK 66, 59, 58, 41          <b>AAA</b> 9.29
<b>Neutral 525</b>  HEX #434343 RGB 67, 67, 67 CMYK 67, 60, 59, 44          <b>AAA</b> 9.89	<b>Neutral 575</b>  HEX #3C3C3C RGB 60, 60, 60 CMYK 68, 62, 60, 50          <b>AAA</b> 11.03	<b>Neutral 625</b>  HEX #353535 RGB 53, 53, 53 CMYK 69, 63, 62, 57          <b>AAA</b> 12.26	<b>Neutral 675</b>  HEX #2E2E2E RGB 46, 46, 46 CMYK 70, 64, 63, 63          <b>AAA</b> 13.57	<b>Neutral 750</b>  HEX #232323 RGB 35, 35, 35 CMYK 71, 65, 64, 72          <b>AAA</b> 15.71	<b>Neutral 825</b>  HEX #191919 RGB 25, 25, 25 CMYK 73, 67, 65, 79          <b>AAA</b> 17.58	