


# Color Palette

The Agency's official blue and orange colors are key components of our brand, and consistent use is essential to a unified image.

## Primary Colors



TEA Blue

**CMYK:** 88, 57, 0, 0  
**RGB:** 13, 108, 185  
**Hex:** 0d6cb9  
**Web accessible:** Yes  
**Web alternate:** N/A



TEA Orange

**CMYK:** 0, 78, 86, 0  
**RGB:** 241, 96, 56  
**Hex:** f16038  
**Web accessible:** No, cannot use as background for text  
**Web alternate:** d93c10

## Accent Colors

Accent colors are intended to complement the primary colors. They should not be used as a substitute for the primary colors.



Navy Blue

**CMYK:** 100, 94, 27, 23  
**RGB:** 1, 33, 105  
**Hex:** 012169  
**Web accessible:** Yes, with white text



Purple

**CMYK:** 68, 96, 15, 2  
**RGB:** 112, 66, 128  
**Hex:** 704280  
**Web accessible:** Yes, with white text



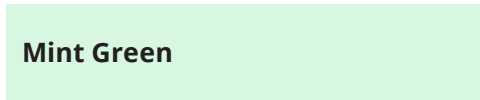
Brick Red

**CMYK:** 20, 98, 100, 11  
**RGB:** 183, 36, 24  
**Hex:** b72418  
**Web accessible:** Yes, with white text




Pale Blue

**CMYK:** 18, 15, 1, 0  
**RGB:** 205, 224, 240  
**Hex:** cde0f0  
**Web accessible:** Yes, with black text



Mint Green

**CMYK:** 14, 0, 15, 0  
**RGB:** 215, 247, 224  
**Hex:** d7f7e0  
**Web accessible:** Yes, with black text



Manila Folder

**CMYK:** 1, 9, 40, 0  
**RGB:** 253, 227, 167  
**Hex:** fde3a7  
**Web accessible:** Yes, with black text



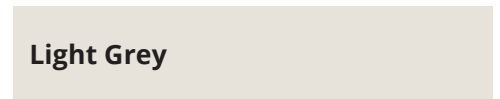
Charcoal

**CMYK:** 68, 63, 63, 57  
**RGB:** 54, 53, 52  
**Hex:** 363534  
**Web accessible:** Yes, with white text



Cool Grey

**CMYK:** 66, 53, 48, 21  
**RGB:** 90, 98, 103  
**Hex:** 5a6267  
**Web accessible:** Yes, with white text



Light Grey

**CMYK:** 8, 8, 12, 0  
**RGB:** 90, 98, 103  
**Hex:** e7e3db  
**Web accessible:** Yes, with black text



Turquoise

**CMYK:** 86, 29, 50, 7  
**RGB:** 0, 132, 130  
**Hex:** 008482  
**Web accessible:** Yes, with white text



Teal

**CMYK:** 76, 10, 27, 0  
**RGB:** 0, 171, 186  
**Hex:** 00abba  
**Web accessible:** Yes, with black text



Sky Blue

**CMYK:** 59, 11, 0, 0  
**RGB:** 86, 183, 230  
**Hex:** 56b7e6  
**Web accessible:** Yes, with black text



Grass Green

**CMYK:** 77, 25, 100, 10  
**RGB:** 66, 135, 63  
**Hex:** 42873f  
**Web accessible:** Yes, with black text



Spring Green

**CMYK:** 48, 0, 98, 0  
**RGB:** 146, 199, 64  
**Hex:** 92c740  
**Web accessible:** Yes, with black text



Pencil Yellow

**CMYK:** 7, 33, 93, 0  
**RGB:** 236, 175, 51  
**Hex:** ecaf33  
**Web accessible:** Yes, with black text

## Tints and Shades

20% Lighter 3d89c7	10% Lighter 257ac0	TEA Blue 0d6cb9	10% Darker 0b61a6	20% Darker 0a5694
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20% Lighter f37f5f	10% Lighter f26f4b	TEA Orange f16038	10% Darker d85632	20% Darker c04c2c
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