COLOR PALETTE

A. Terracotta is our primary brand color. This creates a seamless experience from inside to out.

B. Yellow is also our primary brand color. The soft yellow is used often as a background fill, adding friendly warmth to the brand. It compliments the pops of yellow found in our interior.

C. Green is a secondary brand color used less often for pops of color to attract users to a CTA or enticement amongst the primary brand colors. It compliments the green tiles found in our entry and adds an earthy tone to our palette.

D. Cream is also a secondary brand color, used to add warmth to backgrounds amongst an abundance of white space.

TERRACOTTA

C:19 M:85 Y:100 K:8
HEX: #BD4727
PANTONE: 166 U

A

YELLOW

C:0 M:15 Y:59 K:0
HEX: #FFD87F
PANTONE: 1215 U

B

GREEN

C:81 M:33 Y:65 K:16
HEX: #307865
PANTONE: 569 U

C

CREAM

C:0 M:12 Y:18 K:0
HEX: #FEE2CC
PANTONE: 698 U

D

COLOR USAGE RATIO

This ratio shows how much you should use each of our brand colors.

A. Terracotta should be used most often. It's used most in our logo and text headlines.

B. Yellow should be used often as well, mostly to add a warm background color to print and digital collateral.

C. Green is our "pop" color, used seldomly to draw attention to call-outs amongst our other colors.

D. Cream should be used least, to add a simple and friendly feel to an abundance of white space.

A

B

C D