## Smoky Black

RGB: 16, 16, 16
HEX: 101010

### 19-3911 TCX Black Beauty

RGB: 39, 39, 42
HEX: 27272A
CMYK: 7, 7, 0, 84

## Light Gray

RGB: 226, 223, 233
HEX: E2DFE9

### 12-4306 TCX Barely Blue

RGB: 221, 224, 223
HEX: DDE0DF
CMYK: 1, 0, 0, 12

## Cornflower Blue

RGB: 113, 177, 255
HEX: 71B1FF

### 14-4320 TCX Baltic Sea

RGB: 122, 182, 217
HEX: 7AB6D9
CMYK: 44, 16, 0, 15

## Magnolia

RGB: 237, 234, 243
HEX: EDEAF3

### 11-0602 TCX Snow White

RGB: 242, 240, 235
HEX: F2F0EB
CMYK: 0, 1, 3, 5

# Primary Color Palette

The consistent use of color is vital to effective brand recognition. Our brand should always be represented in one of the colors on this page, aside from specific recommendations within this guide. Do not use any other/unauthorized colors. Use the Pantone colors only for print and always test with samples before placing big printing orders.