

Core Color Palette

For **text-heavy documents**, we prefer black text on a white background
Additional colors may be utilized by the design team for illustrations



Signature color

Orangemunda
#FC5D0D

Purple Wool
#C629CD

Bernd's Hoodie
#0072CE

Look Up
#1F2A44

Hello Yellow
#FFC600

Pink Daisy
#FFB7C8

Icemunda
#00A7B5

Teal Nova
#007E89

Chartreuse
#D2FF1D

Bronze
#D0B081

Greenmunda
#26D07C

Blue Jay
#7AC6CC

Heat Shield
#434343

Asteroid
#888B8D

Misty Morning
#BBBCBC

Silver Lining
#E6E7E8

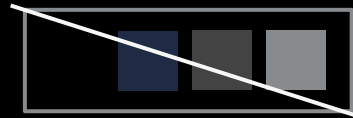
Text color must always be black or white on colored backgrounds, with the exception of CTAs. See text color guidance per color in blocks above

Color Usage

Contrast, readability, and accessibility must always be considered when combining colors
Please follow the suggested combinations of background and accent colors:



Dark



Bright



Neon



Color Codes



Black

#000000
PMS: Black



Spacecraft

#F7F7F7
PMS: White



Heat Shield

#434343
PMS: Cool Gray 11 C



Asteroid

#888B8D
PMS: Cool Gray 8 C



Misty Morning

#BBBCBC
PMS: Cool Gray 4 C



Silver Lining

#E6E7E8
PMS: Cool Gray 1 C



Orangemunda

#FC5D0D
PMS: 1505 C



Hello Yellow

#FFC600
PMS: 7548 C



Chartreuse

#D2FF1D
PMS: 396 C



Purple Wool

#C629CD
PMS: Purple C



Pink Daisy

#FFB7C8
PMS: 2043 C



Bronze

#D0B081
PMS: 7502 C



Bernd's Hoodie

#0072CE
PMS: 285 C



Icemunda

#00A7B5
PMS: 7710 C



Greenmunda

#26D07C
PMS: 7479 C



Look Up

#1F2A44
PMS: 2767 C



Teal Nova

#007E89
PMS: 322 C



Blue Jay

#7AC6CC
PMS: 629 C

For **text-heavy layouts**, we prefer black text on white background

Additional colors may be utilized by the design team for illustrations, events, and other marketing assets

For print, please use the Pantone color match for highly visible designs (events/conferences)