



COLOR PALETTE

Our primary palette consists of five colors. Our color palette is broken into primary and secondary palettes for use in all branding materials.

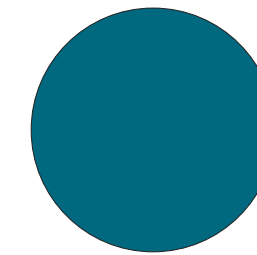
Our secondary palette offers complementary colors that can be used in graphic patterns and to highlight areas of text to create a lively hierarchy.

The secondary palette is intended more for use in the K-12 market, whereas the primary palette is more subdued and speaks to higher education and K-12.

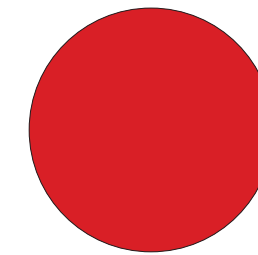
ADA Compliance and AA Conformance

To ensure ADA compliance and AA conformance, it is advisable to run type on color backgrounds through webaim.org.

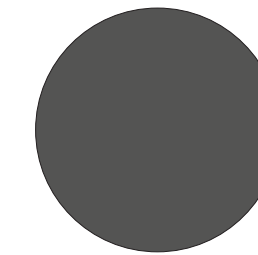
Primary Colors



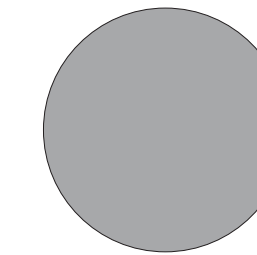
SRM Dark Teal
CMYK 100/45/38/13
RGB 0/101/128
#006680
PANTONE 315 C



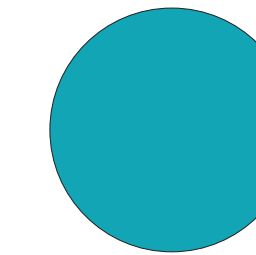
SRM Bright Red
CMYK 9/100/100/2
RGB 216/0/0
#D80000
PANTONE 2347 C



SRM Dark Gray
CMYK 63/56/56/32
RGB 74/69/69
#555453
PANTONE
COOL GRAY 10 C

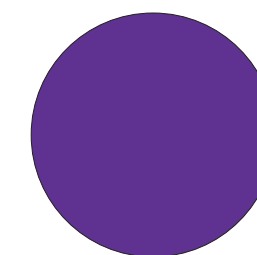


SRM Mid Gray
CMYK 36/29/28/0
RGB 167/168/169
#9c9594
PANTONE
COOL GRAY 6 C

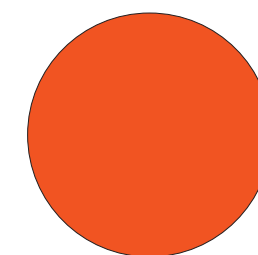


SRM Light Teal
CMYK 81/12/28/0
RGB 0/165/181
#0aa4b4
PANTONE 7710 C

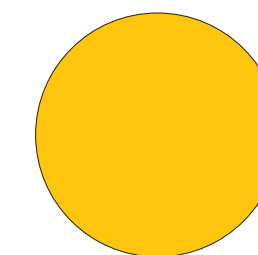
Secondary Colors



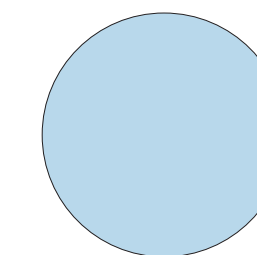
SRM Bright Purple
CMYK 77/97/0/1
RGB 96/38/158
#60269e
PANTONE 267 U



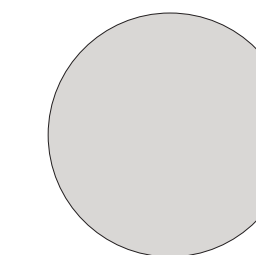
SRM Bright Orange
CMYK 0/82/100/0
RGB 255/81/0
#fc5000
PANTONE
ORANGE 21 C



SRM Yellow
CMYK 0/23/100/0
RGB 255/198/0
#ffc600
PANTONE 7548 U



SRM Pale Blue
CMYK 26/6/3/0
RGB 184/215/234
#c7e8f5
PANTONE 290 C



SRM Light Gray
CMYK 14/11/12/0
RGB 217/216/214
#d9d8d6
PANTONE
COOL GRAY 1 C