# BRAND COLORS

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Main Color
#882345

Pantone 208
34/96/56/26

Neutral
#5e514e
Warm Gray 11
56/59/58/33

Neutral
#717C7D
Pantone 444C
58/43/44/9

Neutral
#f3f3f3
Pantone 663
3/2/2/0

Secondary
Color
#34657F

Pantone 7699 C

84/53/35/12

Secondary
Color
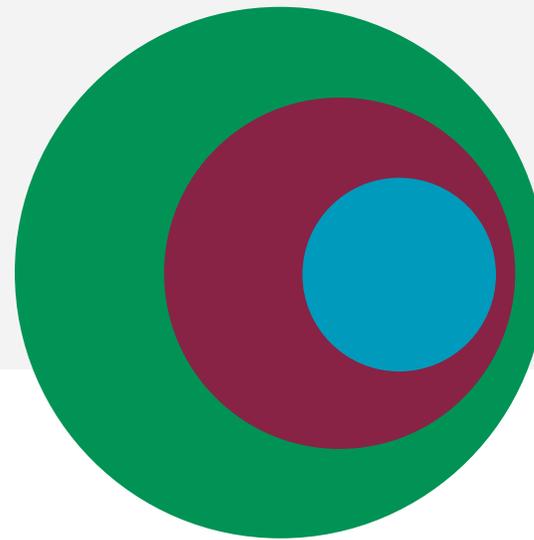#009ABC

Pantone 632 C

100/18/0/26

Secondary
Color
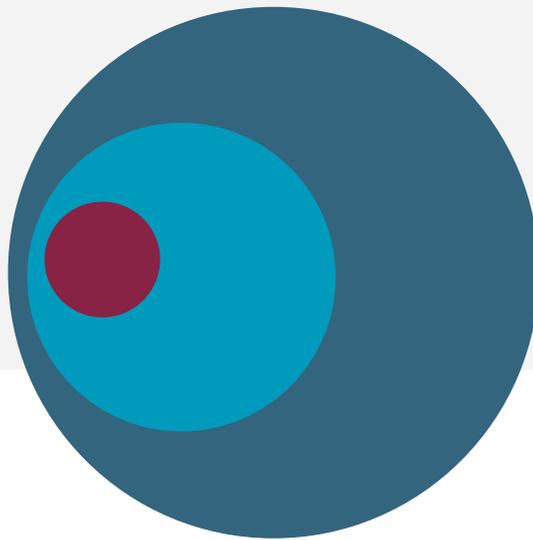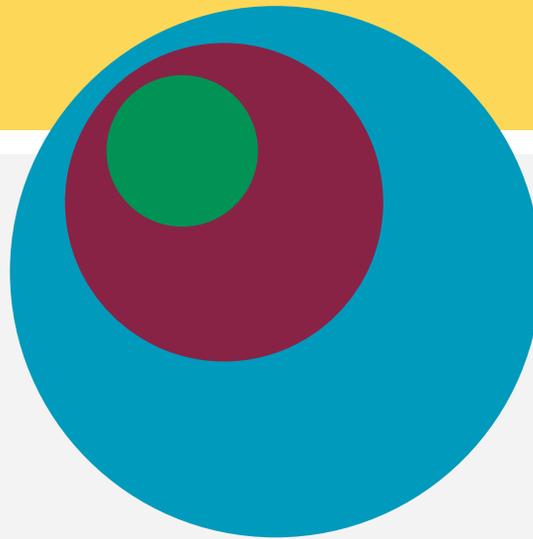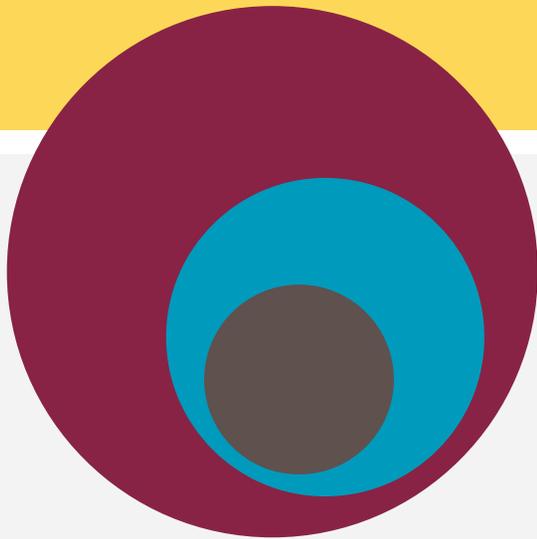#009355

Pantone 355 U

100/0/42/42

Secondary
Color
#FF625A

Pantone Warm
Red

0/62/65/0

Secondary
Color
#FDD757

Pantone 121 C

1/13/78/0

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# Possible Color Combinations

# Logo & Tagline Combinations



Logo - #FFF
Background - #882345



Logo - #FDD757
Background - #882345



Logo - #FFF
Background - #34657F



Logo - #FDD757
Background - #34657F



Logo - #FFF
Background - #5e514e



Logo - #FDD757
Background - #5e514e



Standard Multicolor Logo |  Background - #f3f3f3



Logo - #34657F |  Background - #f3f3f3



Logo - #009355 |  Background - #f3f3f3



Logo - #009ABC |  Background - #f3f3f3

# Logo & Tagline Combinations

Logo - #FFF
Background - #009ABC

Logo - #FDD757
Background - #009ABC

Logo - #FFF
Background - #FF625A

Logo - #FDD757
Background - #FF625A

Logo - #FFF
Background - #009355

Logo - #FDD757
Background - #009355

Standard Multicolor Logo | Background - #FDD757

Logo - #34657F | Background - #FDD757

Logo - #009355 | Background - #FDD757

Logo - #FF625A | Background - #FDD757

# Logo Only Combinations

**People** inc.

Logo - #FFF
Background - #882345

**People** inc.

Logo - #FDD757
Background - #882345

**People** inc.

Logo - #FFF
Background - #34657F

**People** inc.

Logo - #FDD757
Background - #34657F

**People** inc.

Logo - #FFF
Background - #5e514e

**People** inc.

Logo - #FDD757
Background - #5e514e

**People** inc.

Standard Multicolor Logo | Background - #f3f3f3

**People** inc.

Logo - #34657F | Background - #f3f3f3

**People** inc.

Logo - #009355 | Background - #f3f3f3

**People** inc.

Logo - #009ABC | Background - #f3f3f3

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# Logo Only Combinations

Logo - white - #fffff
Background - #009ABC

Logo - #FDD757
Background - #009ABC

Logo - White
Background - #FF625A

Logo - #FDD757
Background - #FF625A

Logo - white - #fffff
Background - #009355

Logo - #FDD757
Background - #009355

Standard Multicolor Logo | Background - #FDD757

Logo - #34657F | Background - #FDD757

Logo - #009355 | Background - #FDD757

Logo - #FF625A | Background - #FDD757

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# Hues

| | | | | | |
|---|---|---|---|---|---|
| 80% Tint or #9f4e6a | 80% Tint or #657d94 | 80% Tint or #38b2cf | 80% Tint or #4ca878 | 80% Tint or #fd7f76 | 80% Tint or #f9e37d |
| 60% Tint or #b77a8f | 60% Tint or #8b9eaf | 60% Tint or #6ac5db | 60% Tint or #79be9a | 60% Tint or #fe9f98 | 60% Tint or #fbea9d |
| 40% Tint or #cfa7b5 | 40% Tint or #b2bec9 | 40% Tint or #9bd9e7 | 40% Tint or #a5d3bb | 40% Tint or #febfbb | 40% Tint or #fcf1be |
| 20% Tint or #e7d3da | 20% Tint or #d8dfe4 | 20% Tint or #cdecf3 | 20% Tint or #d2e9dd | 20% Tint or #ffdfdd | 20% Tint or #fef8de |

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