

Logo

Description automatically generated

[Color Palette on next page]

**PRIMARY COLORS**:

**WAYFINDER YELLOW**

CMYK 0 / 32 / 87 / 0

RGB 251 / 181 / 57

HEX #FBB53B

PMS 143 C

**WAYFINDER ORANGE**

CMYK 0 / 62 / 95 / 0

RGB 242 / 109 / 2

HEX # F26D02

PMS 158 C

**WAYFINDER RED**

CMYK 0 / 94 / 64 / 0

RGB 237 / 53 / 81

HEX #ED3350

PMS 192 C

**WAYFINDER DARK RED**

CMYK 0 / 95 / 27 / 44

RGB 150 / 27 / 74

HEX #960C48

PMS 7641 C

[Secondary colors on next page]

**SECONDARY COLORS**

**TURQUOISE**

CMYK 80 / 0 / 20 / 0

RGB 0 / 156 / 173

HEX # 009CAD

**DARK GRAY**

CMYK 26 / 36 / 38 / 68 RGB 110 / 98 / 98

HEX #6E6259

PMS WARM GRAY 11C

**PURPLE**

CMYK 60 / 70 / 10 / 0

RGB 123 / 98 / 157

HEX #42145F

PMS 2627

LIGHT GRAY

CMYK 11 / 13 / 15 / 27 RGB 182 / 173 / 165

HEX #B6ADA5

PMS WARM GRAY 4C