



PRIMARY COLORS



DISCOUNT GOLD

PMS: 137C
RGB: 255 163 0
CMYK: 0 41 100 0
HEX: FFA300



DISCOUNT BLUE

PMS: 2945C
RGB: 0 77 153
CMYK: 100 77 14 2
HEX: 004D99

SECONDARY COLORS



PENNYWISE BLUE

PMS: 640C
RGB: 30 131 187
CMYK: 100 35 14 0
HEX: 1E83BB



GRAY

PMS: Cool Gray 3C
RGB: 200 201 199
CMYK: 8 5 7 16
HEX: C8C9C7

FONT

Primary: Helvetica
Secondary: Arial