# LOGO DESIGN

## PALETTE

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|---|---|---|---|
| **Egyptian blue** Company logo color | **PANTONE** 293 C **HEX** #003ca6 | **C** 100 **M** 65 **Y** 0 **K** 35 | **R** 0 **G** 58 **B** 165 |
| **Oxford blue** Primary brand and typography color | **PANTONE** 295 C **HEX** #002855 | **C** 100 **M** 86 **Y** 40 **K** 35 | **R** 36 **G** 86 **B** 128 |
| **Alice blue** Background color | **PANTONE** 656 C **HEX** #e2e9f1 | **C** 13 **M** 6 **Y** 4 **K** 0 | **R** 226 **G** 233 **B** 241 |
| **White** Secondary logo and background color | **WHITE** **HEX** #ffffff | **C** 0 **M** 0 **Y** 0 **K** 0 | **R** 255 **G** 255 **B** 255 |
| **Safety orange** Accent color | **PANTONE** 1505 C **HEX** #ed7102 | **C** 0 **M** 65 **Y** 100 **K** 0 | **R** 238 **G** 114 **B** 3 |

## FONT

Heiti TC LIGHT
Heiti TC MEDIUM