

ACC Color Palette & Typefaces



Primary

	HEX CODE	R, G, B	C, M, Y, K
Blue	#24366A	36, 54, 106	99, 89, 30, 18
Medium Blue	#025793	2, 87, 147	97, 71, 16, 2
Teal	#4FA3AD	79, 163, 173	69, 19, 31, 0
Pale Blue	#E9F6F9	233, 246, 249	7, 0, 1, 0
Medium Pale Blue	#B4DBF4	180, 219, 244	27, 4, 0, 0
Pale Teal	#C2E6EA	194, 230, 234	23, 0, 8, 0

Secondary

Allow for 10% step opacity for background colors.

Green	#82A03D	130, 160, 61	54, 21, 100, 3
Yellow	#FBA919	251, 169, 25	0, 38, 100, 0
Orange	#F26222	242, 98, 34	0, 76, 100, 0
Red	#DC2227	220, 34, 39	7, 99, 100, 1
Purple	#8F2371	143, 35, 113	48, 100, 23, 6

Tertiary

Allow for 10% step opacity for background colors. **Limited use.**

Lime	#DBE120	219, 225, 32	18, 0, 100, 0
Pale Purple	#BC61A6	188, 97, 166	25, 75, 0, 0
Pink	#E80680	232, 6, 128	2, 100, 11, 0

Typography

Dark Blue	#17244D	23, 36, 77	100, 91, 39, 39
Black	#231F20	35, 31, 32	70, 67, 64, 74
Grey	#565656	86, 86, 86	64, 56, 55, 30
Medium Grey	#787678	120, 118, 120	55, 47, 45, 11
White	#FFFFFF	255, 255, 255	0, 0, 0, 0

Typefaces

Century Gothic

For headlines, titles, subtitles, pull quotes, or other small quantities of text

Aptos

For body copy and subheadlines