## COLOR PALETTE

Our color palette defines the visual foundation of the brand. The primary orange establishes a strong, recognizable identity, while secondary and tertiary colors provide flexibility and energy across different applications. Dark background colors are used to enhance contrast and allow the brand colors to stand out.

### PRIMARY COLORS

HEX: #FF8204
PMS: 151 C
CMYK: 0, 54, 100, 0
RGB: 255, 130, 4

25%

10%

HEX: #5A6675
PMS: 431 C
CMYK: 63, 45, 34, 25
RGB: 90, 102, 117

HEX: #0F1C2E
PMS: 296 C
CMYK: 92, 77, 49, 53
RGB: 15, 28, 46

### SECONDARY COLORS

HEX: #0096D6
PMS: 640 C
CMYK: 100, 10, 0, 10
RGB: 0, 150, 214

HEX: #753BBD
PMS: 266 C
CMYK: 76, 88, 0, 0
RGB: 117, 59, 189

### TERITIARY COLORS

HEX: #45CC2D
PMS: 360 C
CMYK: 62, 0, 100, 0
RGB: 69, 204, 45

HEX: #FF13F0
PMS: 807 C
CMYK: 11, 84, 0, 0
RGB: 255, 19, 240

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