

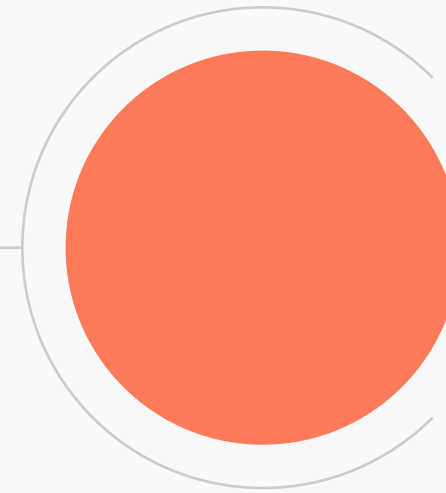
# Color Palette

The Coral Capital color palette creates a foundation for all the other brand elements to stand on. Warm, neutral tones of light beige and gray lay the groundwork as backgrounds for bold pops of coral and deeper, richer blacks. This relationship establishes an iconic contrast that echoes throughout the brand.

## PRIMARY

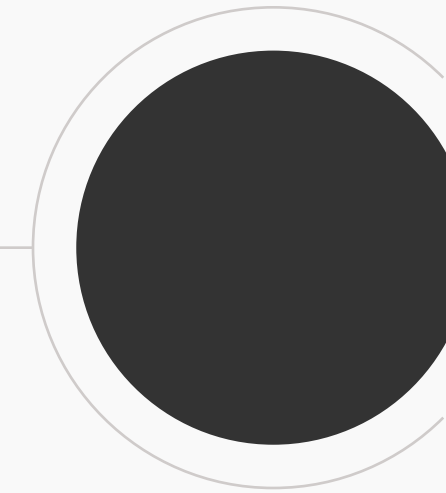
### CORAL

RGB: 255, 122, 89  
HEX: #FF7A59  
CMYK: 0, 65, 65, 0  
PANTONE: 1645C



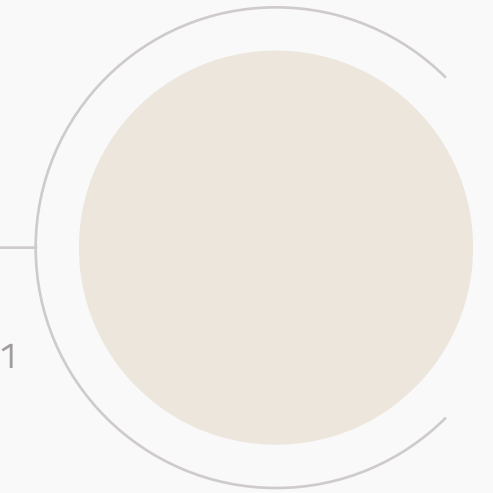
### NIGHT RIDER

RGB: 51, 51, 51  
HEX: #333333  
CMYK: 0, 0, 0, 94  
PANTONE: 94% BlackC



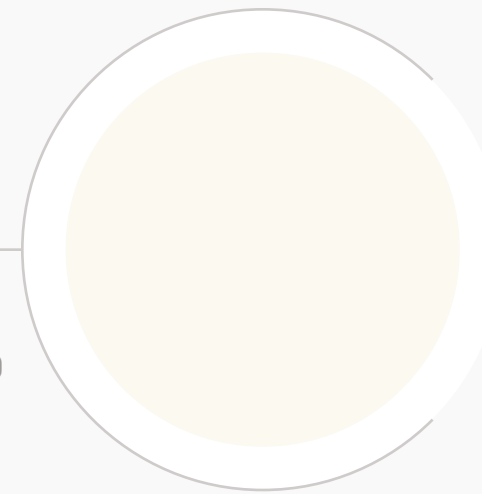
### SAND

RGB: 237, 230, 221  
HEX: #EDE6DD  
CMYK: 6, 7, 11, 0  
PANTONE: 14% 7559C



### PEARL

RGB: 251, 249, 240  
HEX: #FBF9F0  
CMYK: 1, 1, 5, 0  
PANTONE: 7% 7767C



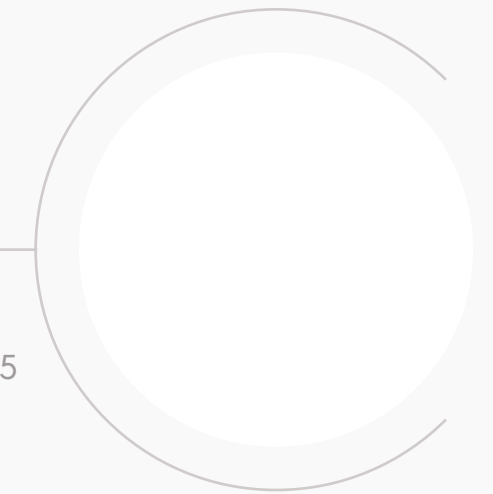
### WHITE SMOKE

RGB: 249, 249, 249  
HEX: #F9F9F9  
CMYK: 0, 0, 0, 2  
PANTONE: 2% BlackC



### WHITE

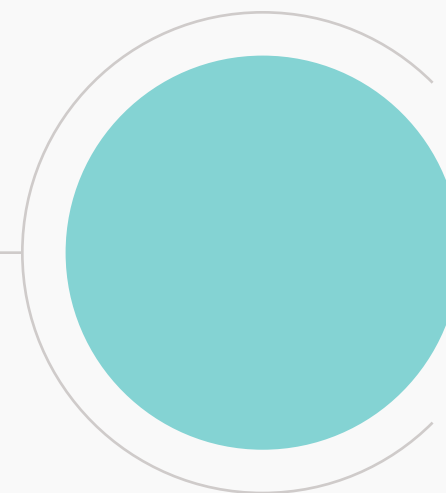
RGB: 255, 255, 255  
HEX: #FFFFFF  
CMYK: 0, 0, 0, 0



## SECONDARY

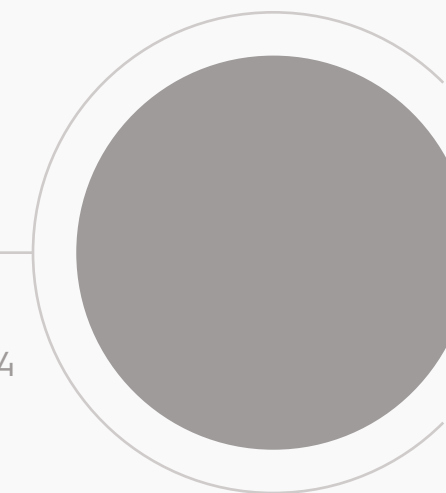
### BERMUDA

RGB: 132, 211, 211  
HEX: #84D3D3  
CMYK: 45, 0, 20, 0  
PANTONE: 3242C



### NOBEL

RGB: 159, 155, 154  
HEX: #9F9B9A  
CMYK: 0, 4, 4, 44  
PANTONE: WarmGray6C



### ALTO

RGB: 207, 203, 202  
HEX: #CFCBCA  
CMYK: 0, 3, 3, 21  
PANTONE: 50% WarmGray6C

