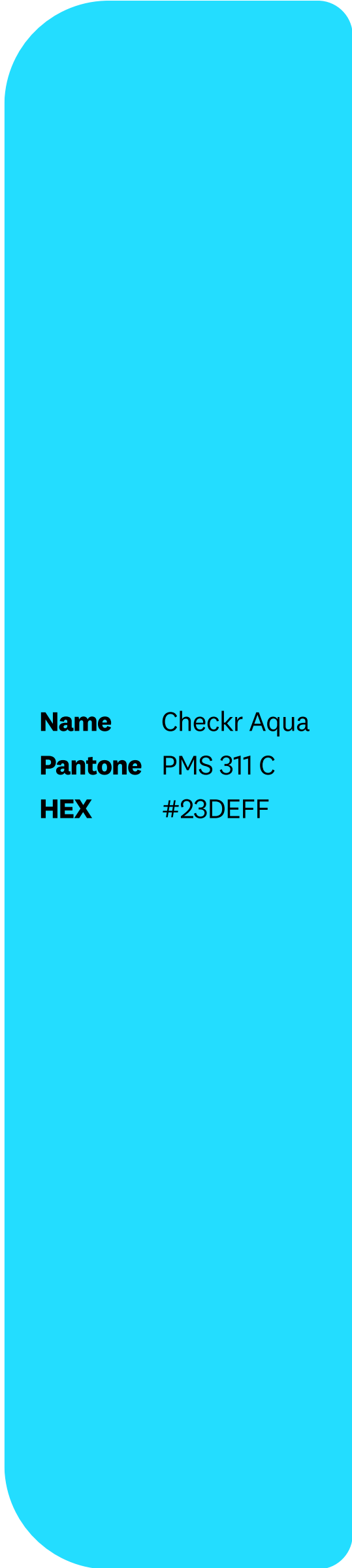


Core brand colors


Our core color palette includes Checkr Aqua, Off Black and Light Gray. These colors should be the first ones you reach for in any execution.



Name Checkr Aqua
Pantone PMS 311 C
HEX #23DEFF



Name Gray 1
HEX #F0F2F5
CMYK 7 / 3 / 5 / 8
Pantone 427 C



Name Off Black
HEX #1B1C1F
CMYK 90 / 68 / 41 / 90
Patone PMS 433 C

Brand accent colors

Our accent brand colors include a range of vibrant tones that can be used to add depth and energy to certain executions.

Accent colors should be used sparingly and never overpower the core color palette.

Name Light Blue
HEX #6EAAFA
CMYK 59 / 17 / 0 / 0
Pantone PMS 284 C

Name Light Green
HEX #9BEBB2
CMYK 27 / 0 / 25 / 0
Pantone PMS 7478 C

Name Light Purple
HEX #FFB2FE
CMYK 7 / 28 / 0 / 0
Pantone PMS 250 C

Name Light Yellow
HEX #EFF5A6
CMYK 4 / 0 / 47 / 0
Pantone PMS 601 CP

Name Light Red
HEX #FF8280
CMYK 0 / 54 / 38 / 0
Pantone PMS 177 C

Name Bright Blue
HEX #0061E0
CMYK 90 / 48 / 0 / 0
Pantone PMS 285 C

Name Bright Green
HEX #2AD45D
CMYK 75 / 0 / 71 / 0
Pantone PMS 7480 C

Name Bright Purple
HEX #E573E4
CMYK 27 / 67 / 0 / 0
Pantone PMS 252 C

Name Bright Yellow
HEX #EEF65B
CMYK 6 / 0 / 82 / 0
Pantone PMS 603 CP

Name Bright Red
HEX #FF4642
CMYK 0 / 88 / 82 / 0
Pantone PMS 1788 C

Name Dark Blue
HEX #00357A
CMYK 100 / 58 / 9 / 46
Pantone PMS 541 C

Name Dark Green
HEX #197D58
CMYK 93 / 13 / 85 / 44
Pantone PMS 3425 C

Name Dark Purple
HEX #992E98
CMYK 48 / 96 / 0 / 0
Pantone PMS 254 C

Name Dark Yellow
HEX #9EAB00
CMYK 23 / 5 / 100 / 33
Pantone PMS 391 CP

Name Dark Red
HEX #CC2421
CMYK 5 / 96 / 80 / 22
Pantone PMS 1805 C

Brand foundational colors

Our foundational colors come in warm and cool tones and are primary used for setting the scene as a background, creating balance, and giving space for the core and accent colors to shine.

Warm and cool foundational colors should not be mixed.

Name Gray 1
HEX #F0F2F5
CMYK 7 / 3 / 5 / 8
Pantone 427 C

Name Gray 2
HEX #D8DEE5
CMYK 10 / 4 / 4 / 14
Pantone 428 C

Name Gray 3
HEX #BCC5D1
CMYK 21 / 11 / 9 / 23
Pantone 429 C

Name Gray 4
HEX #7A828C
CMYK 33 / 18 / 13 / 40
Pantone 430 C

Name Gray 5
HEX #474C52
CMYK 45 / 25 / 16 / 59
Pantone 431 C

Name Off Black
HEX #1B1C1F
CMYK 90 / 68 / 41 / 90
Patone PMS 433 C

Name Brown 1
HEX #FAF5ED
Pantone PMS 9224 C

Name Brown 2
HEX #F0E9E4
Pantone PMS 9222 C

Name Brown 3
HEX #D9CEC5
CMYK 3 / 3 / 6 / 7
Pantone Warm Gray 1 C

Name Brown 4
HEX #8C7E72
CMYK 11 / 13 / 16 / 32
Pantone Warm Gray 5 C

Name Brown 5
HEX #524337
CMYK 26 / 36 / 38 / 68
Pantone Warm Gray 11 C

Name Pure White
HEX #FFFFFF