

# Next Gen Brand Colors

Create a consistent, professional look and feel for Next Gen programs and initiatives

## Primary Colors



### Deep Blue

#### CMYK

C88 M66 Y38 K21

#### RGB

R45 G80 B108

#### WEB

2D506C

positive, credible, basic, service, loyal, confident, professional, thought-provoking



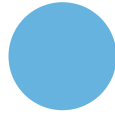
### Deep Gray

C74 M57 Y47 K0

R92 G111 B125

5C6F7D

positive, responsible, accountable, classic, mature, solid, enduring, sophisticated, conservative



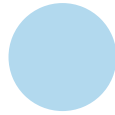
### Light Blue

C56 M14 Y3 K0

R103 G179 B221

67B3DD

illuminating, classic, sophisticated, natural, enlightening, cool



### Light Blue 50%

C56 M14 Y3 K0

R103 G179 B221

67B3DD

illuminating, classic, sophisticated, natural, enlightening, cool



### Light Gray

C14 M11 Y11 K0

R217 G217 B216

D9D9D8

illuminating, classic, mature, solid, enduring, sophisticated, conservative, neutral



### Bright Orange

C0 M65 Y100 K0

R244 G120 B32

F47820

illuminating, lively, friendly, innovative, energetic, joyful, enlightening, awareness



### Black

C0 M0 Y0 K100

R35 G31 B32

231F20

black has been the symbolic color of solemnity and authority

# Next Gen Brand Logos

Silver Forte



Color



Grayscale



B/W