

Color Palette

Color is a valuable asset for a visual brand identity. Colors evoke emotion and communicate the essence of the brand. The Pioneers color palette is fresh and approachable. The Primary color is a deep blue giving a solid foundation to our bright blue accent colors.

The Secondary colors give the signature a warm background color to rest on. They should be used for backgrounds and large areas of color.

The color formulas below each color have been developed to provide uniform color across all media (Web, Print, Promotional items, etc). Please follow these specs to achieve the correct color for each application.

Primary colors



PMS 280 C
CMYK 100.78.5.18
RGB 0.39.118
HTML 002776



PMS 298 C
CMYK 68.3.0.0
RGB 0.161.222
HTML 3DB7E4



PMS Cool Gray 7 C
CMYK 22.15.1.32
RGB 154.155.156
HTML 9A9B9C

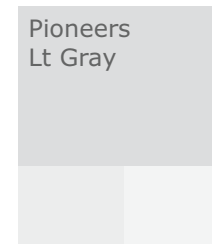
Secondary colors



PMS 021 C
CMYK 0.68.100.0
RGB 255.88.0
HTML FF5800



PMS 1235 C
CMYK 0.30.95.0
RGB 255.182.18
HTML FFB612



PMS 420 C
CMYK 6.4.7.11
RGB 206.207.203
HTML CECFCB