



**CORPORATE COLOR PALETTE**

Color plays an important role in communicating the brand of the company.

The corporate color palette consists of Trovix Black and Trovix Warm Red.

We've also developed expanded color palettes that extend our personality beyond Trovix Black and Trovix Warm Red to allow flexibility in brand communications.



**CORPORATE COLOR PALETTE**

Colors used on all logos, Web sites, and collateral

Color	Pantone®	CMYK				RGB			HEX	Color
	Warm Red	C 0	M 79	Y 91	K 0	R 241	G 93	B 47	# F15D2F	
	Black (30%)	C 0	M 0	Y 0	K 30	R 179	G 179	B 179	# B3B3B3	
	White	C 0	M 0	Y 0	K 0	R 255	G 255	B 255	# FFFFFFFF	
	Black	C 0	M 0	Y 0	K 100	R 30	G 30	B 30	# 000000	

**SECONDARY COLOR PALETTE**

Colors used at all events, Web sites, and collateral

Color	Pantone®	CMYK				RGB			HEX	Color
	PMS 382C	C 30	M 0	Y 93	K 0	R 191	G 215	B 61	# BDD640	
	PMS 1235C	C 0	M 28	Y 97	K 0	R 254	G 189	B 24	# FEBD18	
	Main Blue	C 42	M 9	Y 0	K 0	R 140	G 197	B 235	# 8CC5EB	
	PMS 431C	C 74	M 56	Y 49	K 28	R 68	G 85	B 94	# 44555E	
	PMS 609C (Process)	C 2	M 2	Y 54	K 0	R 251	G 238	B 145	# FBEE91	

**ACCENT AND HIGHLIGHT COLOR PALETTE**

Colors used only for accents, backgrounds, or highlights to complement Trovix colors

Color	Pantone®	CMYK				RGB			HEX	Color
	N/A	C 35	M 14	Y 100	K 0	R 179	G 187	B 35	# B3BB23	
	Warm Gray 4	C 22	M 20	Y 24	K 0	R 201	G 193	B 185	# CCCCCC	
	Warm Gray 9	C 41	M 41	Y 48	K 5	R 153	G 139	B 126	# 666666	
	PMS-658	C 30	M 14	Y 1	K 0	R 174	G 199	B 229	# A6C6DD	
	PMS-7534	C 0	M 4	Y 22	K 32	R 185	G 176	B 152	# F3F3EC	
	PMS-7536	C 0	M 2	Y 8	K 10	R 231	G 225	B 213	# DCDCC0	
	N/A	C 7	M 22	Y 97	K 0	R 238	G 193	B 38	# EEC126	
	N/A	C 26	M 11	Y 18	K 0	R 187	G 205	B 202	# BBCDCA	
	PMS 431C (90%)	C 68	M 51	Y 46	K 18	R 87	G 102	B 110	# 57666E	