




## Identity Colors

Our logo may only be used with the specified colors.

The consistent use of corporate colors reinforces brand strength and recognition.

|              |   | PANTONE®      | CMYK                        | RGB                     | HEX      |
|--------------|---|---------------|-----------------------------|-------------------------|----------|
| Vought Blue  |  | 286 U         | C 100<br>M 60<br>Y 0<br>K 6 | R 0<br>G 51<br>B 153    | 00 33 99 |
| Vought Gray  |  | Cool Gray 4 U | C 0<br>M 0<br>Y 0<br>K 27.5 | R 153<br>G 153<br>B 153 | 99 99 99 |
| Vought Black |  | Black         | C 0<br>M 0<br>Y 0<br>K 100  | R 0<br>G 0<br>B 0       | 00 00 00 |