

System Color

Color sets the tone for all of our applications and represents the brand in a strong and compelling way. The Resonate Global Mission Color Palette is comprised of three dominant colors—

Resonate Gold, *Resonate Brown* and *Resonate Teal*—and supported by *Resonate Marigold*, *Resonate Orange* and *Resonate Paprika*.

Core system pieces (like corporate stationery) lean heavily on *Resonate Gold* with generous white space and margins, and text set in *Resonate Brown*.

Tints of *Resonate Brown* and *Resonate Teal* are used as background color floods to help visually divide content or accent callouts. Use tints anywhere from 10%–50% depending on the application.

COLOR USAGE SCALE

The color usage scale provides guidance for the color proportion use on the overall system and individual applications. While proportions can shift depending on need and emphasis, this usage scale should be used as a guide to ensure appropriate color application.

DOMINANT COLOR PALETTE



RESONATE GOLD
RGB 248 | 189 | 0
CMYK 3 | 26 | 100 | 0
HEX #f8bd00



RESONATE BROWN
RGB 94 | 74 | 59
CMYK 51 | 60 | 71 | 41
HEX #5e4a3b



RESONATE TEAL
RGB 90 | 183 | 178
CMYK 63 | 7 | 33 | 0
HEX #5ab7b2

Tip: To ensure the best color reproduction and consistency across coated and uncoated paper stock, different PMS colors have been specified. Use PMS colors ending in "C" when printing on coated stock, and PMS colors ending in "U" when printing on uncoated stock.

Please note: Uncoated PMS colors look different on screen than they will when they are printed.

COLOR USAGE SCALE



DOMINANT

SUPPORT

SUPPORT COLOR PALETTE



RESONATE MARIGOLD
RGB 247 | 168 | 0
CMYK 2 | 38 | 100 | 0
HEX #f7a800

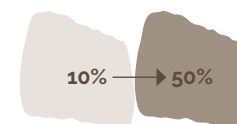


RESONATE ORANGE
RGB 242 | 137 | 0
CMYK 2 | 55 | 100 | 0
HEX #f28900



RESONATE PAPRIKA
RGB 184 | 61 | 36
CMYK 20 | 89 | 100 | 10
HEX #b83d24

TINTS



RESONATE BROWN
10%–50% depending on the application



RESONATE TEAL
10%–50% depending on the application