Brand Color System

The Educational Alliance Colors consist of the two primary colors, a dark blue and a muted pink.

The secondary colors, a bright blue and a light beige can be used as accent colors or backgrounds.

Also provided are 4 variants of hues and neutrals based on the main 4 colors, to provide a larger range of options for various design situations.

	PANTONE	CMYK	RGB	HEX
	2377 XGC	86, 55, 24, 21	55, 80, 107	37506B
	2375 XGC	15, 52, 2, 0	202, 134, 179	CA86B3

PRIMARY

	PANTONE	CMYK	RGB	HEX
	297 U	45, 5, 1, 0	131, 203, 242	83CBF2
	11-0503 TSX Meringue	2,3,10,0	249, 243, 229	F9F3E5

SECONDARY

RGB	HEX		RGB	HEX
121, 138, 158	798A9E		188, 230, 255	BCE6FF
229, 194, 217	E5C2D9		48,81,110	30516E
229, 194, 217	929291		203, 203, 203	CBCBCB

HUES + NEUTRALS