DECEMBER 04 2024



COLORS

BLUE	DARK BLUE	ORANGE	YELLOW	TEAL	BLACK	WHITE
RGB 30 61 214 HEX #1E3DD6 CMYK 87 75 0 0	RGB 35 32 140 HEX #23208C CMYK 100 95 0 36	RGB 224 79 40 HEX #EO4F28 CMYK 0 82 100 0	RGB 249 249 80 HEX #F9F950 CMYK 0 0 85 0	RGB 148 237 234 HEX #94EDEA CMYK 40 0 0 0	RGB 0 0 0 HEX #000000 CMYK 60 40 40 100	RGB 255 255 2 HEX #ffffff CMYK 0000

CONFIDENTIAL



255



PRIMARY BACKGROUND COLORS

• There are 2 options for background colors, blue and white. These can be used in The Rev's primary applications, such as web, posters, etc.

BLUE BACKGROUND

- All primary text on blue backgrounds should be white
- Yellow and teal may be used as accent colors for large text (14 point bold or larger or 18 point regular and larger) and graphical elements

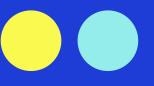
WHITE BACKGROUNDS

- All primary text on white backgrounds should be black, dark blue, or blue
- Orange and dark blue may be used as accent colors for large text and graphical elements





ACCENT COLORS







SECONDARY BACKGROUND COLORS

- Secondary background colors are intended for graphic moments (e.g. social media) where brighter colors are desired and there is not a lot of small text to read
- Please use the specific combinations of background and foreground colors indicated on this page
- These colors have been checked for accessibility and have contrast of at least 3.0, meaning you can use these color combinations for large text (14 point bold and larger, or 18 point regular and larger) and graphical elements (but avoid small text using these colors)

