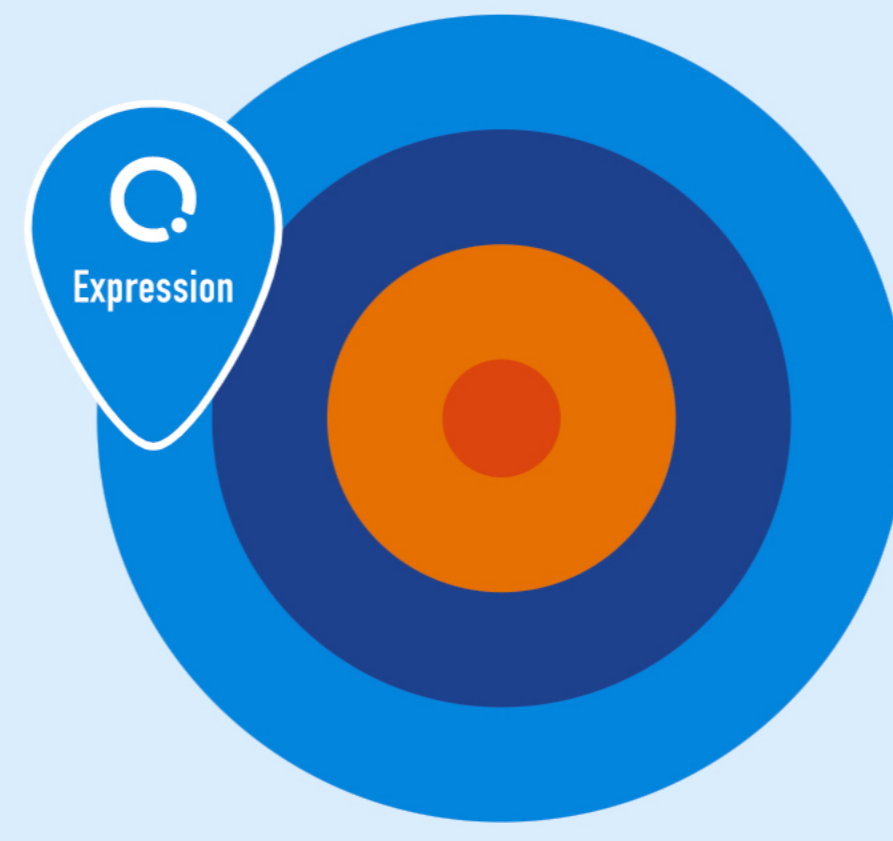


Brand Expression

Colors

Our colors communicate our personality. We're informative, warm, conversational, and fresh.



Primary Colors

Our primary colors are Quantum Orange and Quantum Blue Gray. You can find them in our logo. **QW Orange must always be used in your color combination.** Read more about color combinations in the combinations section.



Quantum Orange

Pantone 152c
RGB 230 114 0
CMYK 0 61 100 0
Hex #E67200



Quantum Blue Gray

Pantone 5425c
RGB 122 154 183
CMYK 52 25 13 4
Hex #7A9AB7

Supporting Colors

These colors make up our core color palette.



Dark Blue

Pantone 7687c
RGB 29 65 142
CMYK 100 80 0 4
Hex #1D418E



Medium Blue

Pantone 2173c
RGB 0 133 221
CMYK 82 36 0 0
Hex #0085DD



Light Blue

Pantone 2915c
RGB 98 182 243
CMYK 58 8 0 0
Hex #62B6F3

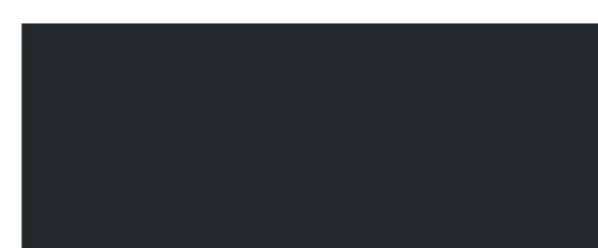


Dark Orange

Pantone 1665c
RGB 220 68 100
CMYK 0 82 100 0
Hex #DC440A

Grays

Utilize our grays to make type and graphics more friendly.



Dark Gray

Pantone 426c
RGB 36 39 44
CMYK 81 67 55 83
Hex #24272C



Medium Gray

Pantone 425c
RGB 85 89 96
CMYK 63 51 45 33
Hex #555960



Light Gray

Pantone 423c
RGB 137 14 150
CMYK 44 33 29 9
Hex #898D96



Very Light Gray

Pantone 420c
RGB 199 201 212
CMYK 18 13 10 0
Hex #C7C9D4

Color Combinations

Color can help you quickly communicate mood and tone. Using different combinations of our brand colors is a great way to add personality to your project.

Because our primary brand color is QW Orange, QW Orange must always be used in your color palette. However, using the full color QW logo is an acceptable substitution for smaller graphics (see "cool" palette example below)



Playful



Sophisticated



Warm



Cool



Light



Dark