

### 3.1 PRIMARY

#### Pink

Primary accents and key visual elements

**HEX**

#FFA294

**RGB**

255 162 148

**CMYK**

0 38 27 0

#### Dark Blue

Typography, strong contrast, and deep surfaces

**HEX**

#000A30

**RGB**

0 10 48

**CMYK**

100 100 0 95

#### Off-White

Foundational background for clean layouts

**HEX**

#F7FAFC

**RGB**

247 250 252

**CMYK**

2 0 0 0

### 3.2 SECONDARY

#### Light Blue

**HEX**

#B9E4F6

**RGB**

185 228 246

**CMYK**

25 7 0 4

#### Blue

**HEX**

#10216B

**RGB**

16 33 107

**CMYK**

85 69 0 58