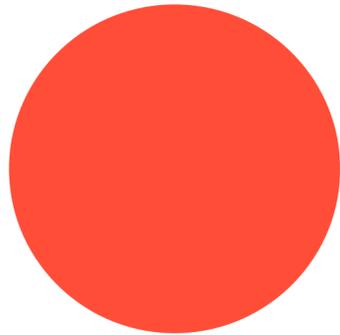


Cruise Color Toolkit

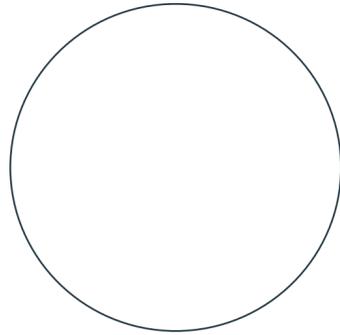
cruise

Color

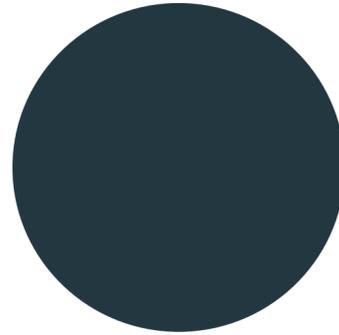
For optimal performance, we use RGB values for digital applications and PMS or CMYK values for print. We avoid the color pairings noted below.



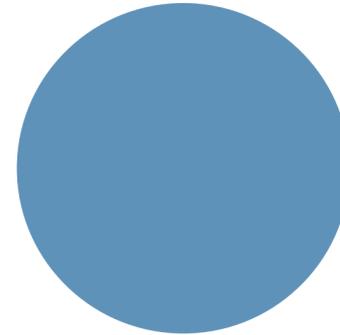
Presidio
PMS 7417 C
C0 M87 Y92 K0
R255 G77 B55
#ff4d37



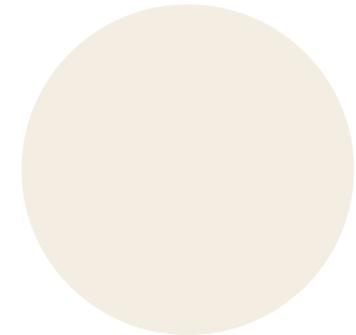
White
PMS N/A
C0 M0 Y0 K0
R255 G255 B255
#ffffff



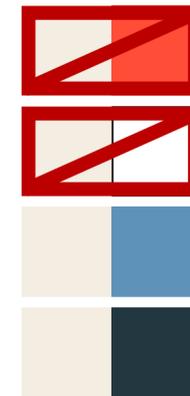
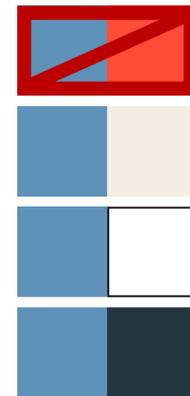
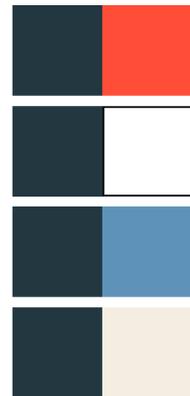
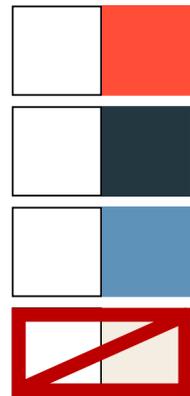
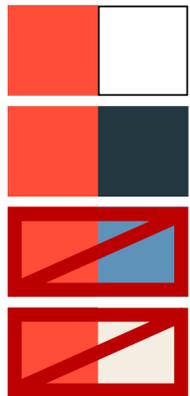
Asphalt
PMS 432 C
C84 M60 Y52 K57
R35 G55 B65
#233741



Bay
PMS 2157 C
C58 M27 Y12 K0
R95 G146 B185
#5f92b9

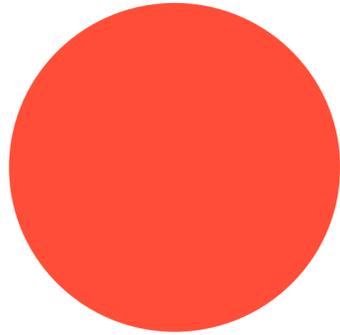


Daylight
PMS N/A
CMYK N/A
R244 G237 B226
#ff3e0

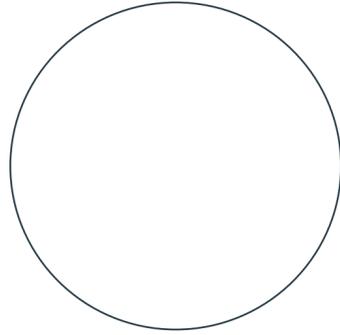


Color

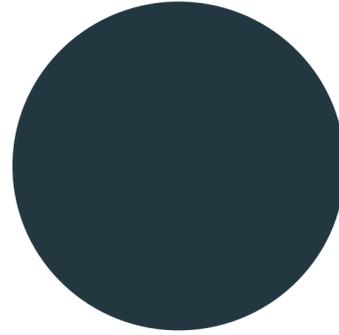
Each color plays a unique role in our brand identity system.



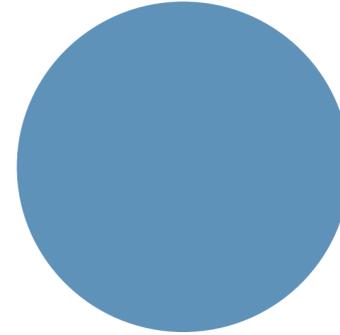
Presidio is used for signature moments and hero applications.



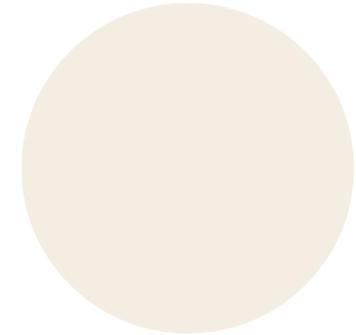
White is used to provide space for content to shine.



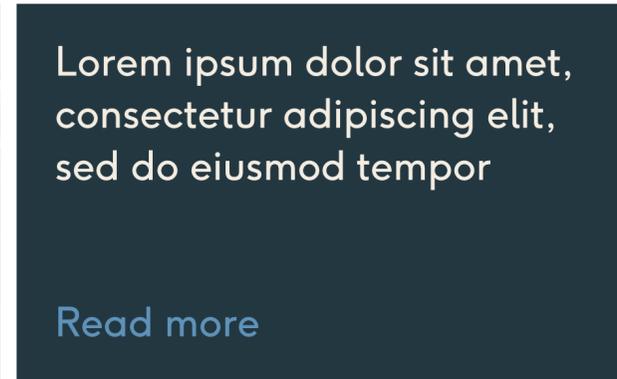
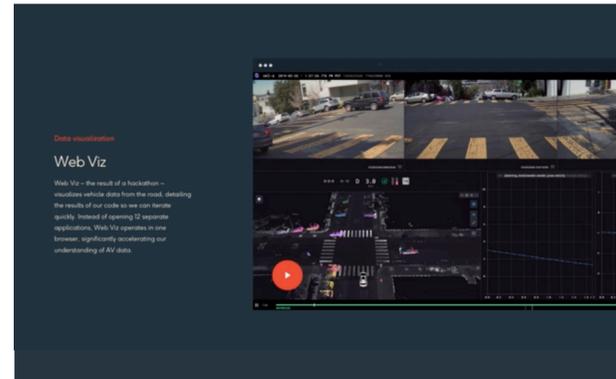
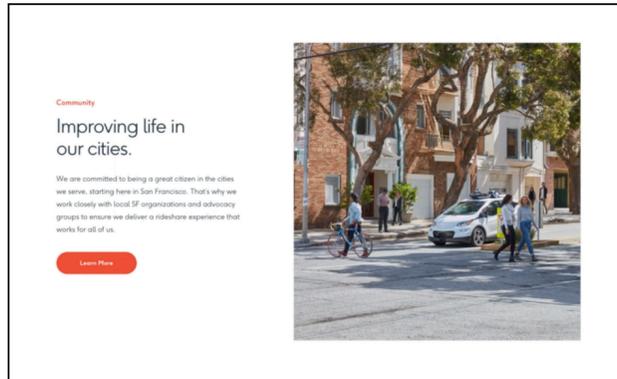
Asphalt is used to provide depth and flexibility in tone.



Bay is used in typography, iconography and infographics

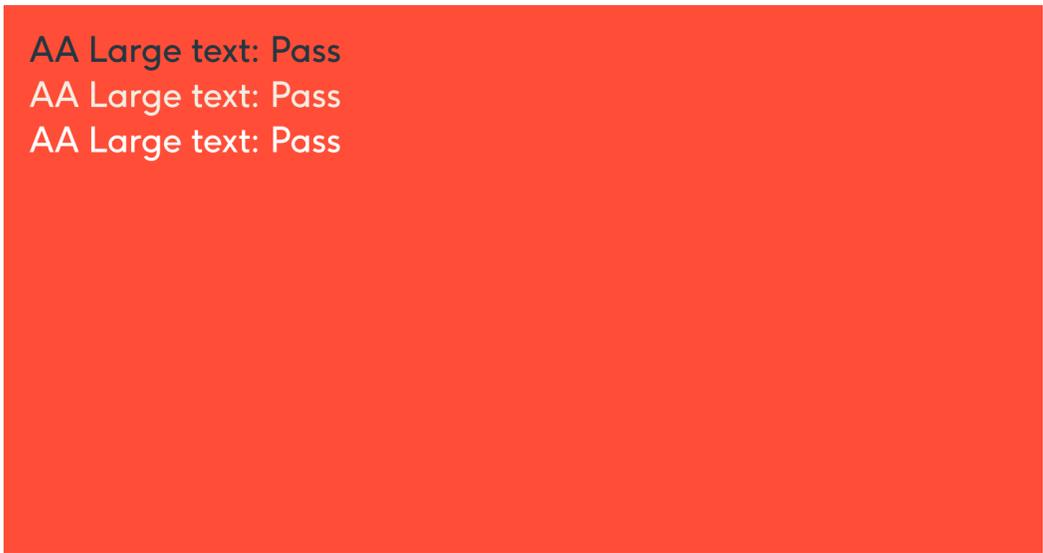


Daylight is used in typography, iconography and infographics

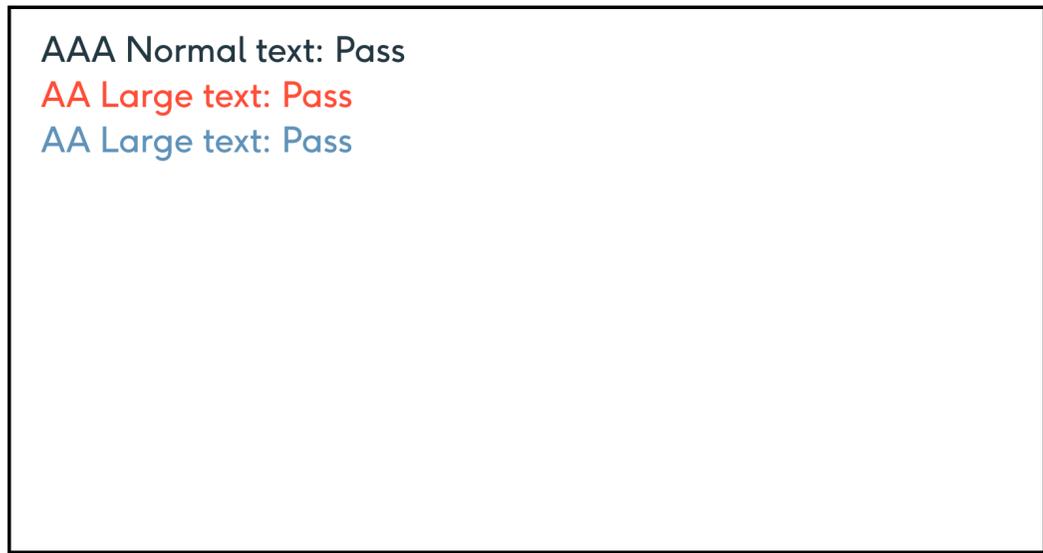


Color

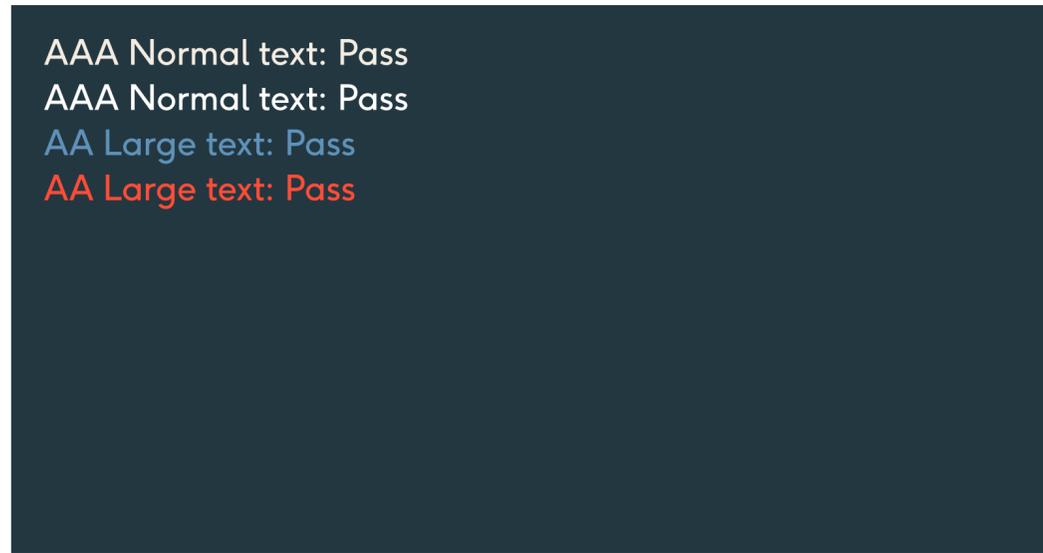
We adhere to WCAG accessibility standards for sizing and color pairing to ensure the legibility of our text.



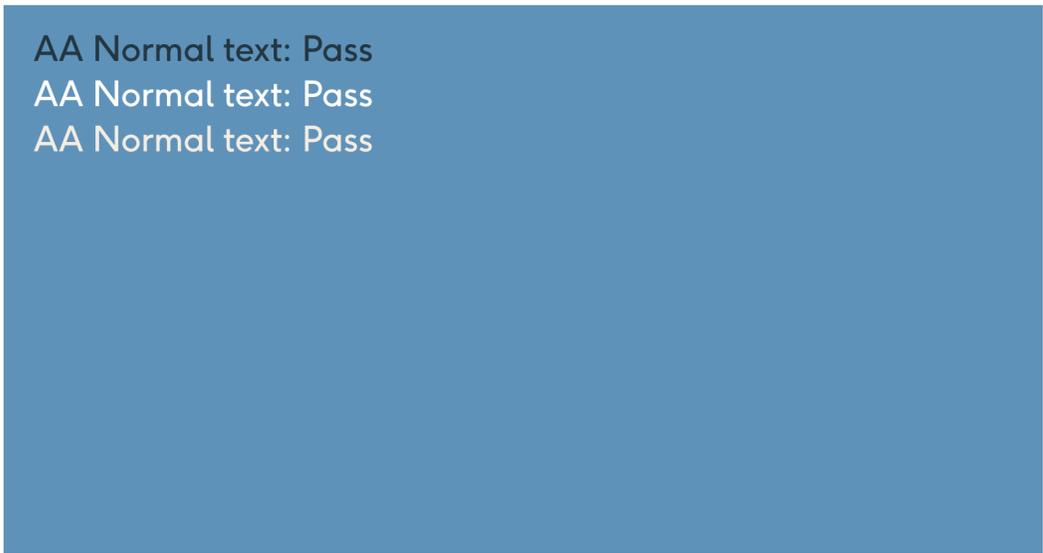
AA Large text: Pass
AA Large text: Pass
AA Large text: Pass



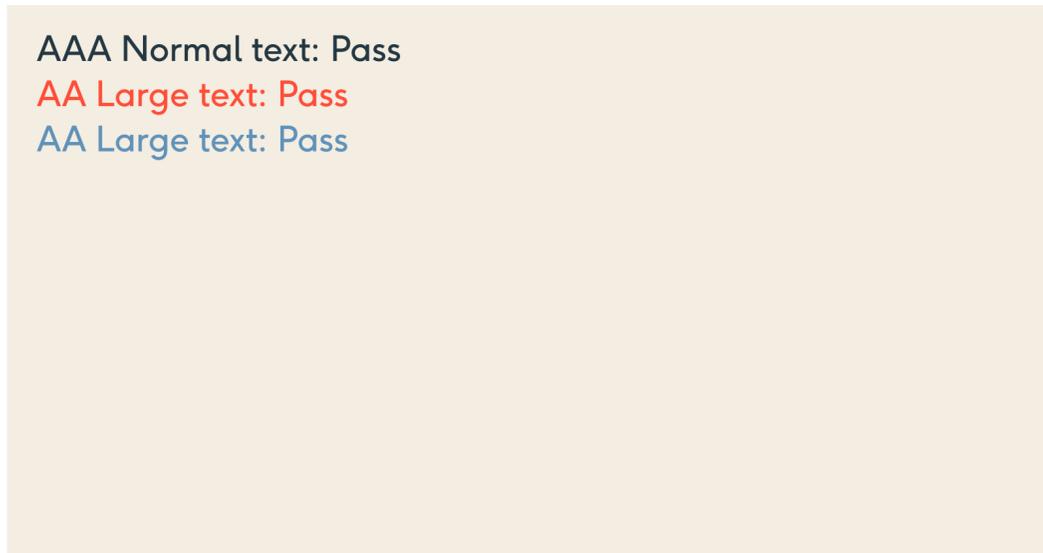
AAA Normal text: Pass
AA Large text: Pass
AA Large text: Pass



AAA Normal text: Pass
AAA Normal text: Pass
AA Large text: Pass
AA Large text: Pass



AA Normal text: Pass
AA Normal text: Pass
AA Normal text: Pass



AAA Normal text: Pass
AA Large text: Pass
AA Large text: Pass

Cruise Color Toolkit
06.21.2019
Version 01