PRIMARY COLORS

The Cortex Orange and Blue are vital parts of the overall brand. Cortex Orange is PMS 165. Cortex Blue is PMS 7545. These colors help define Cortex and should only be created using the values below. This will maintain consistency across all brand channels.

CMYK: 0, 68, 98, 0
RGB: 255, 80, 24
HEX: ff5018
PMS: 165 C

Cortex Orange

This is our primary color and should be used when drawing attention to important features or as a headline color.

CMYK: 44, 30, 17, 51
RGB: 65, 84, 100
HEX: 415464
PMS: 7545 C

Cortex Blue

This blue can be used to supplement Cortex Orange in body copy, sub headlines, or headlines if Cortex Orange is not ideal.