aurora
GRANTS & CONSULTING

Color Palette

Brand & Media Kit · 2026

Deep Teal

#1F4A47

RGB 31, 74, 71
CMYK 58 / 0 / 4 / 71

Abyss Teal

#14302E

RGB 20, 48, 46
CMYK 58 / 0 / 4 / 81

Seafoam

#8FB7B8

RGB 143, 183, 184
CMYK 22 / 1 / 0 / 28

Mist White

#F5F7F6

RGB 245, 247, 246
CMYK 1 / 0 / 0 / 3

Supporting colors and neutrals

Tide

#2F6B63

RGB 47, 107, 99
CMYK 56 / 0 / 7 / 58

Ink

#1B2624

RGB 27, 38, 36
CMYK 29 / 0 / 5 / 85

Slate

#5B6866

RGB 91, 104, 102
CMYK 12 / 0 / 2 / 59

Signal Red

#E83100

RGB 232, 49, 0
CMYK 0 / 79 / 100 / 9

Lifebuoy Red

#B62E28

RGB 182, 46, 40
CMYK 0 / 75 / 78 / 29

White

#FFFFFF

RGB 255, 255, 255
CMYK 0 / 0 / 0 / 0

Signal Red belongs to the logo. CMYK values are starting points; ask your printer for a proof. auroragrants.com/media-kit