

## HOW WE LOOK

### OUR COLORS

As significant as our logo or tagline, the colors we use say a lot about us too. Fortegra has chosen the colors Deep Plum and Dark Silver to reinforce our fundamental ideals.

#### Deep Plum

*Deep Plum represents the profound and essential feelings associated with our integrity.*

#### Dark Silver

*Dark Silver represents the strength and resolve associated with our fortitude.*

### USAGE:

*Primary: Deep Plum*

**Pantone: 7641c**  
**CMYK: 0, 95, 27, 44**  
**RGB: 151, 13, 72**

*Primary: Dark Silver*

**Pantone: Cool Gray 10c**  
**CMYK: 40, 30, 20, 66**  
**RGB: 99, 102, 106**

*Secondary: Light Silver*

**Pantone: Cool Gray 6c**  
**CMYK: 16, 11, 11, 27**  
**RGB: 167, 168, 170**

Again, please follow these instructions and do not attempt to closely match these colors with anything other than the specs provided.

(We will find you.)