

colors



Esurance indigo

RGB: 23/9/57
HEX: #170939
CMYK: 85/90/0/50
Pantone: 2765



Esurance gray

RGB: 150/144/136
HEX: #969088
CMYK: 11/16/18/32
Pantone: Warm Gray 6



Active blue

RGB: 102/153/255
HEX: #6699FF
CMYK: 84/0/0/0
Pantone: 2995



Indigo dark shade

RGB: 116/107/136
HEX: #746b88
CMYK: 59/59/30/6



Indigo med shade

RGB: 204/201/212
HEX: #ccc9d4
CMYK: 19/17/9/0



Indigo light shade

RGB: 243/242/245
HEX: #f3f2f5
CMYK: 3/3/1/0



Gray 10

RGB: 63/56/49
HEX: #3f3831
CMYK: 62/61/68/56



Gray 9

RGB: 88/81/73
HEX: #585149
CMYK: 59/56/63/36



Gray 8

RGB: 111/104/95
HEX: #6f685f
CMYK: 54/50/57/21



Gray 7

RGB: 130/124/116
HEX: #827c74
CMYK: 50/44/50/10



Gray 6

RGB: 150/144/136
HEX: #969088
CMYK: 43/38/43/3



Gray 5

RGB: 168/163/156
HEX: #a8a39c
CMYK: 36/31/36/1



Gray 4

RGB: 185/182/177
HEX: #b9b6b1
CMYK: 28/24/27/0



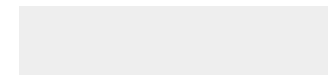
Gray 3

RGB: 203/200/197
HEX: #cbc8c5
CMYK: 20/17/19/0



Gray 2

RGB: 220/219/218
HEX: #dcdaba
CMYK: 12/10/11/0



Gray 1

RGB: 238/238/238
HEX: #eaeaea
CMYK: 5/4/4/0