

# Our Color Palette

## PRIMARY COLOR PALETTE

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Our primary color palette has been meticulously selected to embody our brand ethos and identity, reflecting themes of growth, knowledge, and collaboration. These colors serve as a visual representation of our core values and should consistently feature prominently across all communication channels to maintain brand cohesion and resonance.



## SECONDARY COLOR PALETTE

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Our secondary color palette is intended for selective use, serving to distinguish key elements and enhance visual appeal by providing depth and directing focus. These colors should be utilized thoughtfully, primarily as accent hues in elements such as call-out text, iconography, and infographics. It is advised to avoid incorporating all secondary colors within a single layout to maintain visual coherence and clarity.



# Color Palette Hierarchy

Effective utilization of our color palette creates a clear visual hierarchy, aiding readability and strengthening our brand presence. The primary palette should consistently take precedence across all communications.

The secondary palette serves to accentuate key elements such as call-outs, pull quotes, infographics, and iconography, reinforcing message hierarchy.

For call-out boxes, TGI Light Gray should be utilized (PMS Cool Gray 1 at 40% in print applications).

Body copy should be TGI Text Gray. Headlines and subheads may use TGI Navy or TGI Green with discretion.

In print applications, when body copy is smaller than 16-point, TGI Text Gray should be replaced by 80% black.

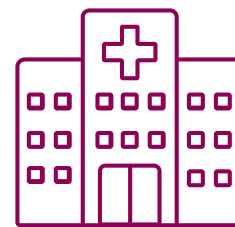
TGI Green and TGI Navy can be used as full blocks of color at 100% opacity with text reversed out for emphasis.

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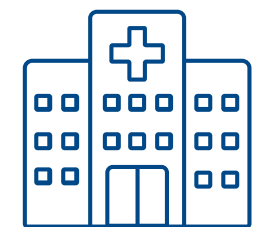
TGI Maroon can be used for callout text, and small punches of color to call attention to points of information. It can be used in conjunction with TGI Light Gray.

TGI Royal Blue can be used for callout text, and small punches of color to call attention to points of information. It can be used in conjunction with TGI Light Gray.

42%  
data point

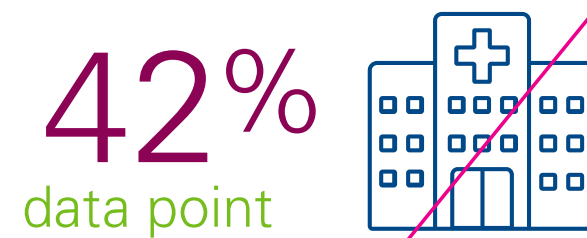


42%  
data point



# Color Palette Hierarchy

Correct use of our color palette is essential to the presentation of the TGI brand. This page illustrates examples of improper use of the primary and secondary color palettes.



Do not use multiple colors from primary and secondary color palette in one layout

