It takes less than a second for most users to form a first impression about your website. The right color scheme has the ability to heavily influence this perception and is crucial in creating a cohesive brand experience.

**Color Palette**

**PRIMARY**

- Anchore Blue
  - #307FE2
  - Pantone 2727C

**SECONDARY**

- Aquamarine Blue
  - #5BC2E7
  - Pantone 2985C

- Geyser
  - #D9E1E2
  - Pantone 7541C

- Deep Sea
  - #00B388
  - Pantone 339C

- Navy
  - #425563
  - Pantone 7546C

- Turbo
  - #EEDC00
  - Pantone 3965C