

RIDE eCMS Website

Brand Colors Blueprint

RIDE, including the Child Nutrition component, has adopted the colors below for the new website in the eCMS Platform as the colors for its brand, including *site design, page content, notifications, etc.*

- **Primary RIDE Palette** = base brand and site canvas colors - system generated
- **Accent colors** = navigation bar, notifications, search tool - system generated
- **Grayscale** = headings, text, and horizontal rules, language bar, footer - system generated
- **Child Nutrition Palette** = base brand and site canvas colors – customized

	Color Name	RGB Code	CMYK (%)	HEX Code
RIDE Themes	RIDE Dark	41, 53, 87	53, 39, 0, 66	#293557
	RIDE Light	149, 189, 223	33, 15, 0, 13	#95bddf
	Language Settings Ribbon	27, 36, 59	54, 39, 0, 77	#1b243b
	Nutrition Dark	41, 54, 132	69, 59, 0, 48	#293684
	Nutrition Light	151, 170, 242	38, 30, 0, 5	#97aaf2
Grayscale	Body Text	110, 110, 110	0, 0, 0, 57	#6e6e6e
	Body Text	85, 85, 85	0, 0, 0, 67	#555555
	Body Text	64, 64, 64	0, 0, 0, 75	#404040
	Footer Resource Ribbon	46, 46, 46	0, 0, 0, 82	#2e2e2e
	Footer Privacy Ribbon	20, 20, 20	0, 0, 0, 92	#141414
Accents	RIDE Dark	255, 142, 71	0, 44, 72, 0	#ff8e47
	RIDE Light	255, 179, 131	0, 30, 49, 0	#ffb383