

**A:** Use this logo on light backgrounds



**B:** Dark backgrounds



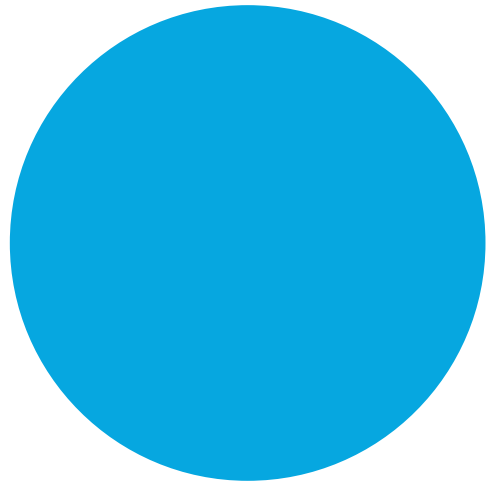
**C:** Rachio Blue backgrounds



**A** is the preferred version of the Rachio logo. Use this version on light colored backgrounds. For darker backgrounds, use **B**. Only use **C** when the background color is Rachio Blue.

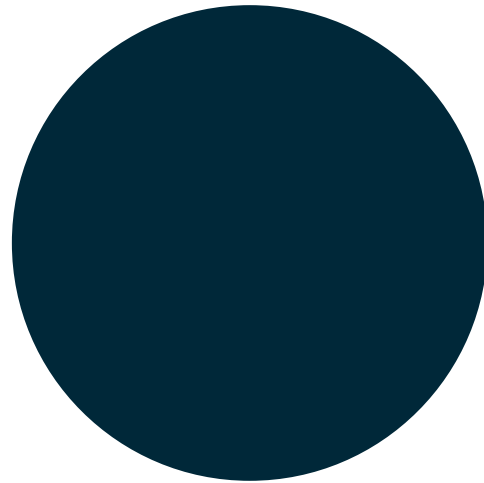
Whenever possible, avoid placing the Rachio logo on colors outside of our palette. Be careful not to alter the colors or skew the dimensions of the logo. **PNG** format is preferred for digital use, **EPS** is preferred for print use.

# Primary Color Palette



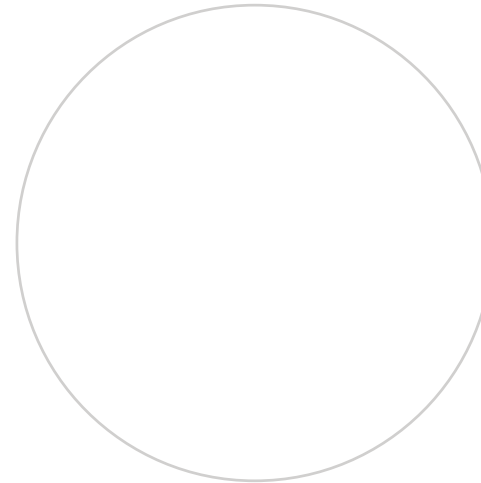
**Rachio Blue**

Pantone 2995C  
#00A7E1



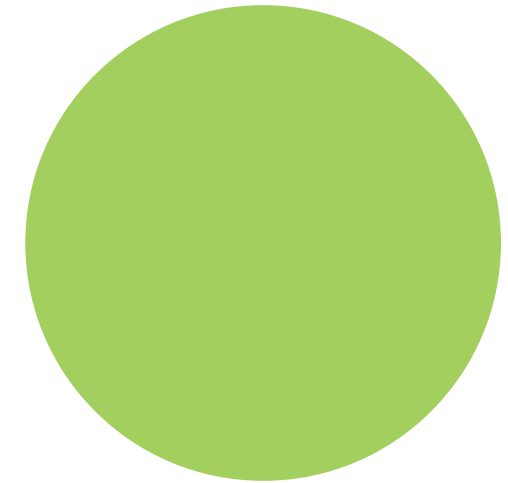
**Dark Blue**

Pantone 303C  
#00283A



**White**

White  
#FFFFFF



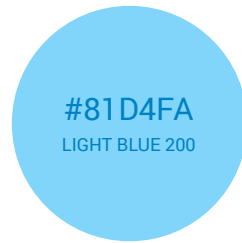
**Light Green**

Pantone 367C  
#A3D55D

**Rachio Blue** and **Dark Blue** are our most used primary colors. We also rely on generous whitespace to compliment the dark blue and keep our compositions clean and welcoming. Light green is used to add a vibrant accent, but never as a fill or background color.

# Extended Color Palette

## Blue Spectrum



## Grey Spectrum



## Tertiary Colors

For charts, graphs, etc.

