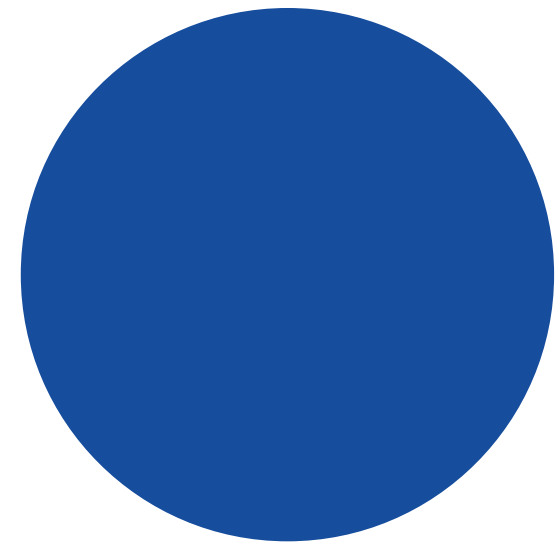


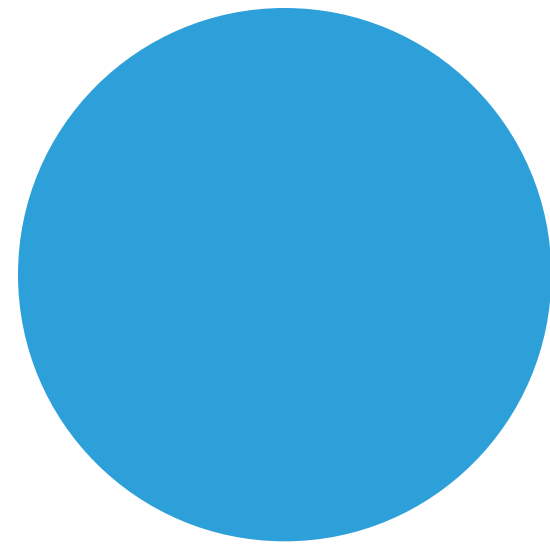


Colors

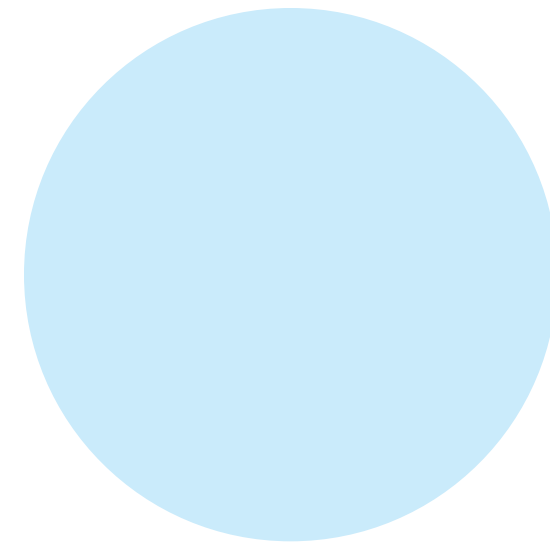
PRIMARY COLOR PALETTE:



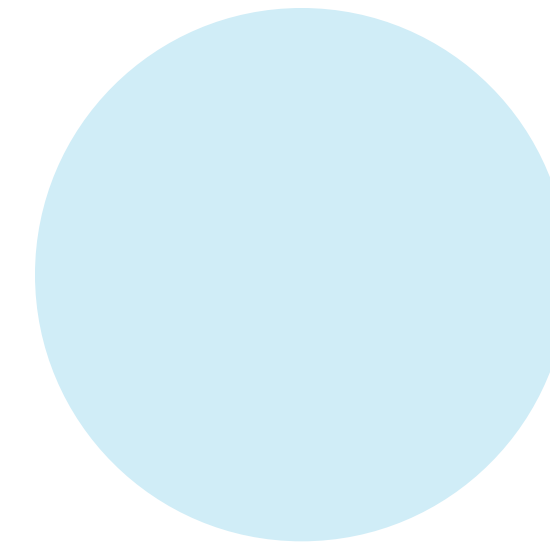
#194C9E
C=98, M=80, Y=3, K=0
R=25, G=76, B=158



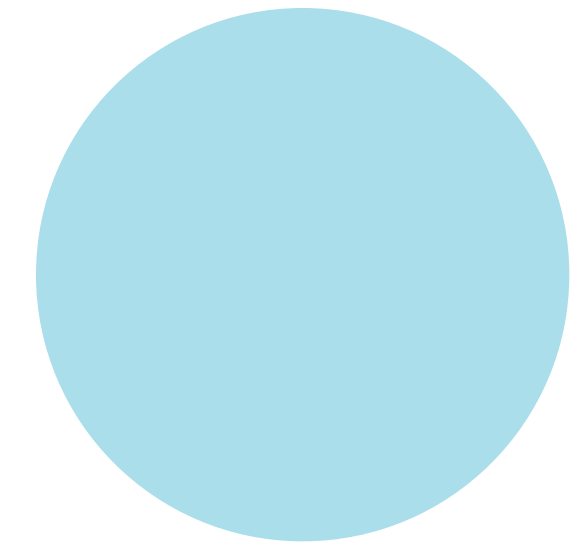
#00A6F2
C=70, M=21, Y=0, K=0
R=0, G=166, B=242



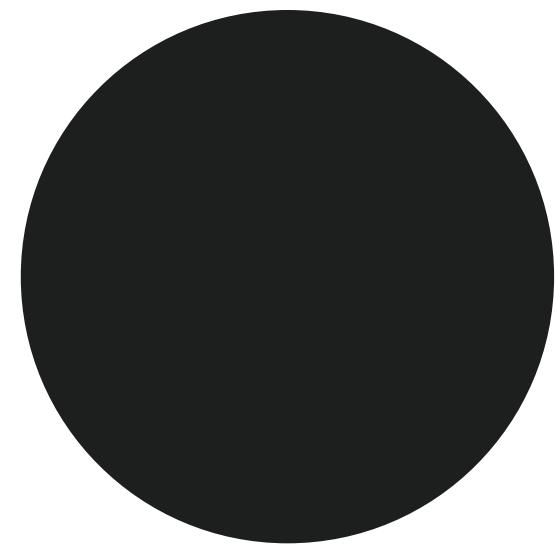
#C9EEFF
C=18.71, M=0, Y=0, K=0
R=201, G=238, B=255



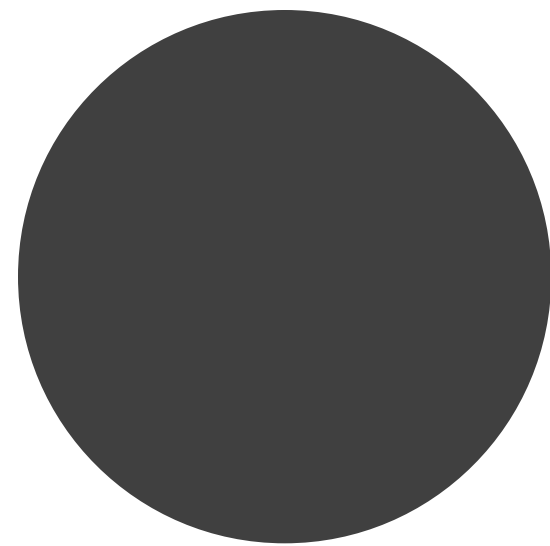
#CBF9FF
C=16, M=0, Y=2, K=0
R=203, G=249, B=255



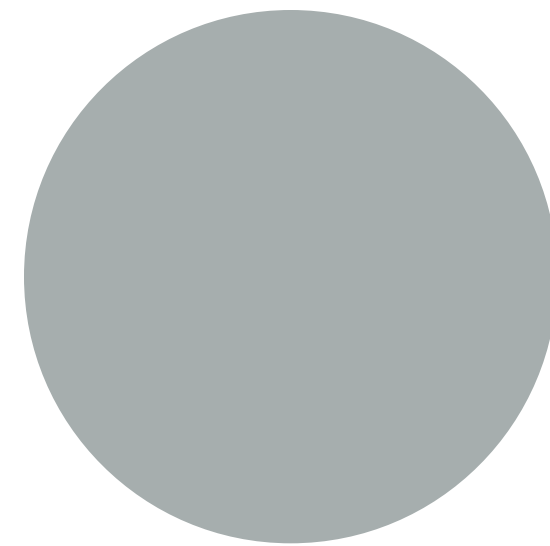
#A8E3ED
C=31, M=0, Y=7, K=0
R=168, G=227, B=237
(Only use in print)



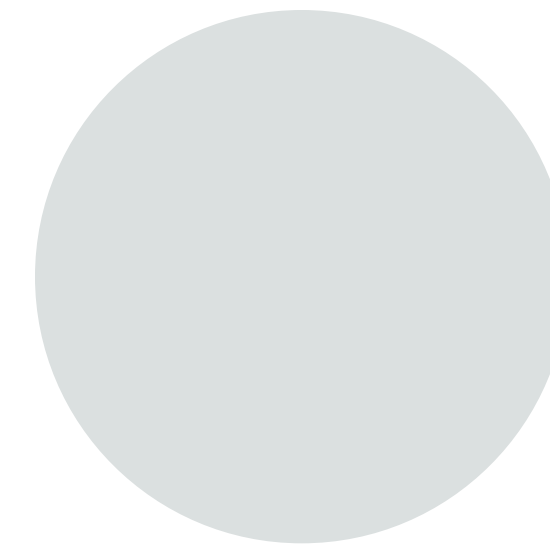
#202020
C=72, M=66, Y=65, K=74
R=32, G=32, B=32



#404040
C=67, M=60, Y=60, K=47
R=64, G=64, B=64



#A6AEAE
C=36, M=25, Y=28, K=0
R=166, G=174, B=174



#DBDFDF
C=13, M=8, Y=9, K=0
R=219, G=223, B=223

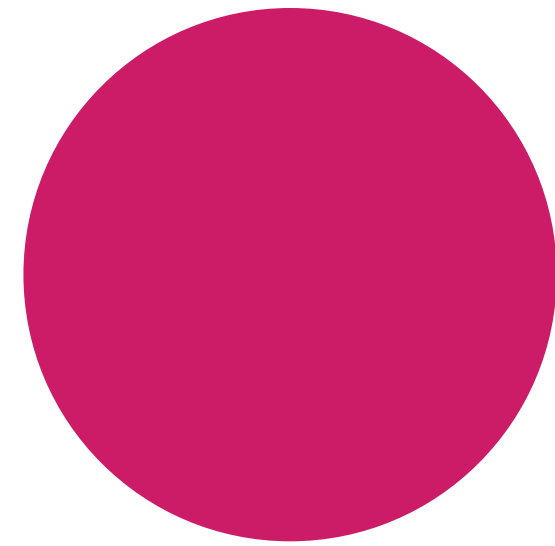


#EEEEEE
C=5, M=4, Y=4, K=0
R=238, G=238, B=238

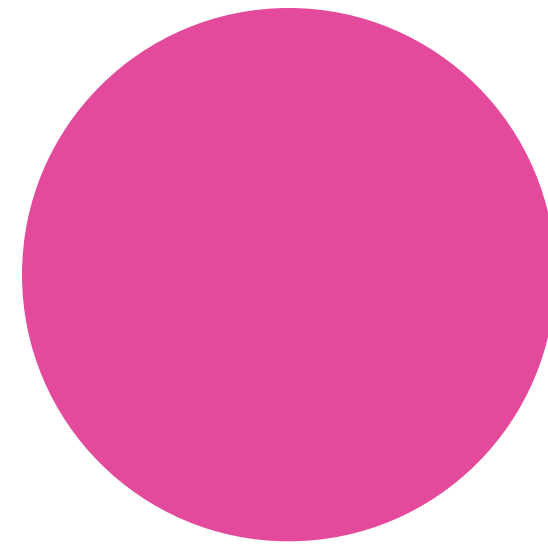
Unlike most competitors who have a darker palette, the colors represent iCAD as being a trusted, smart partner who helps light the path forward. The light tones show that cancer can't hide.

Our Primary colors are universally cohesive and allow the brand to be accessible yet impactful. The blue tones represent the organization as visionary and trustworthy.

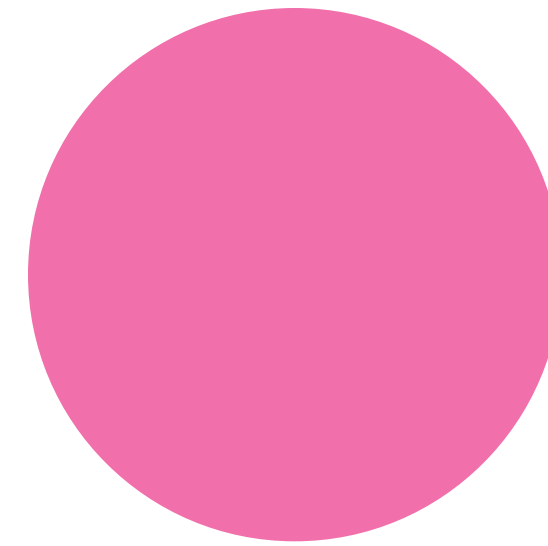
SECONDARY COLOR PALETTE:



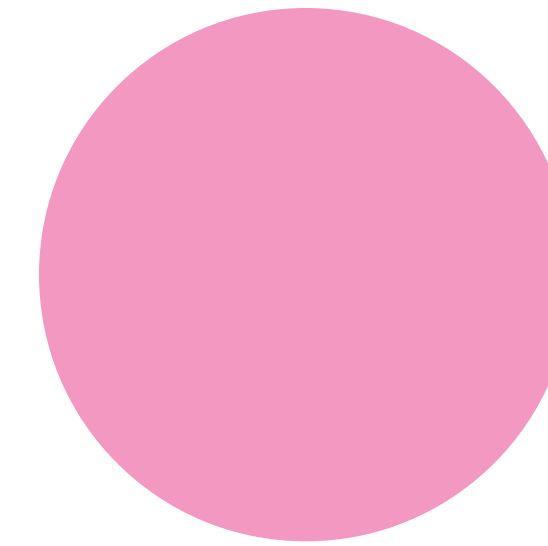
#E2499A
C=5, M=86, Y=0, K=0
R=226, G=73, B=154



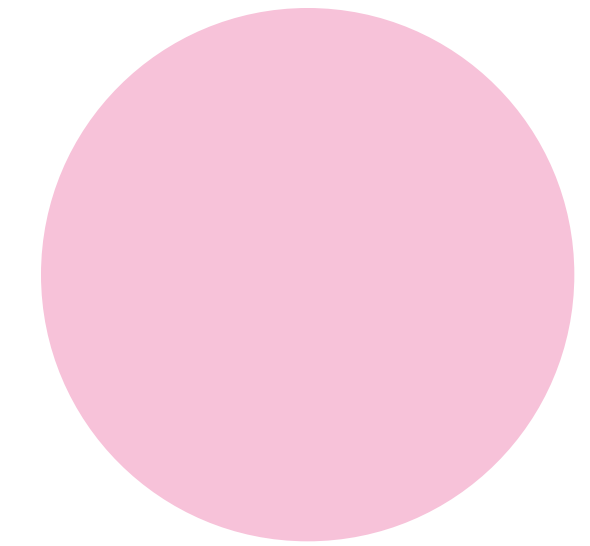
#E2499A
C=5, M=86, Y=0, K=0
R=226, G=73, B=154



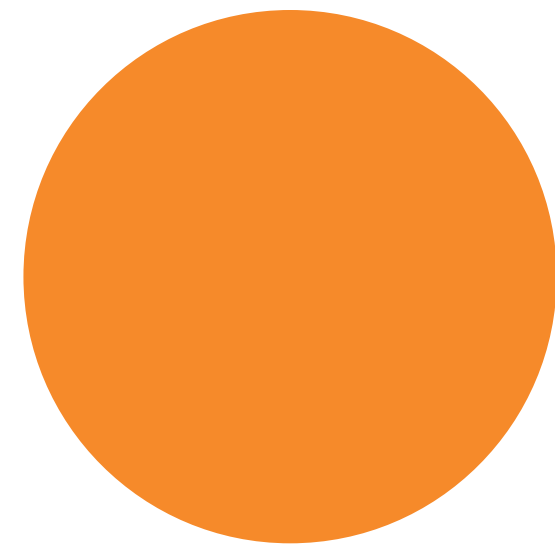
#FF70B8
C=0, M=71, Y=0, K=0
R=255, G=112, B=184



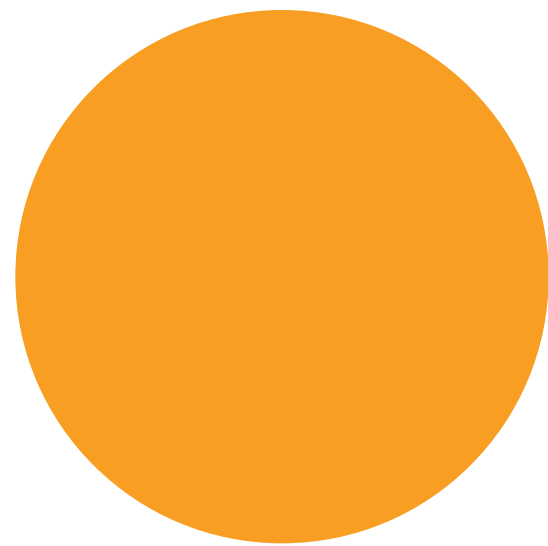
#FF99CC
C=0, M=54, Y=0, K=0
R=244, G=153, B=193



#F8C1D9
C=0, M=30, Y=0, K=0
R=248, G=193, B=217



#FB8B24
C=0, M=55, Y=95, K=0
R=251, G=139, B=366



#FF9F1C
C=0, M=44, Y=97, K=0
R=255, G=159, B=28

Secondary colors are used complementary to the primary palette.
The pink colors are often used with breast cancer solutions.