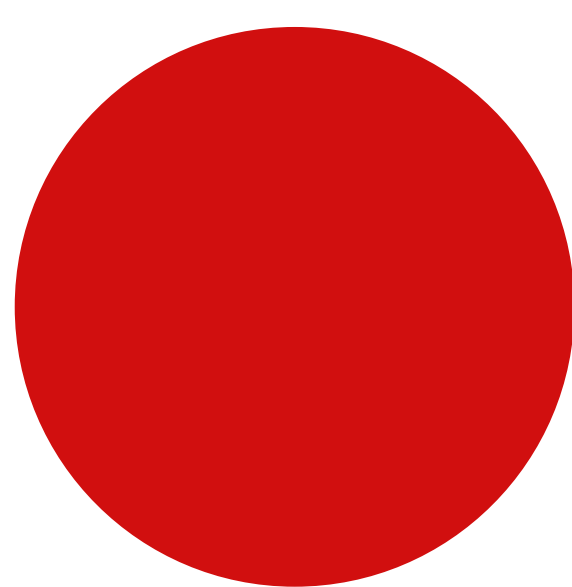
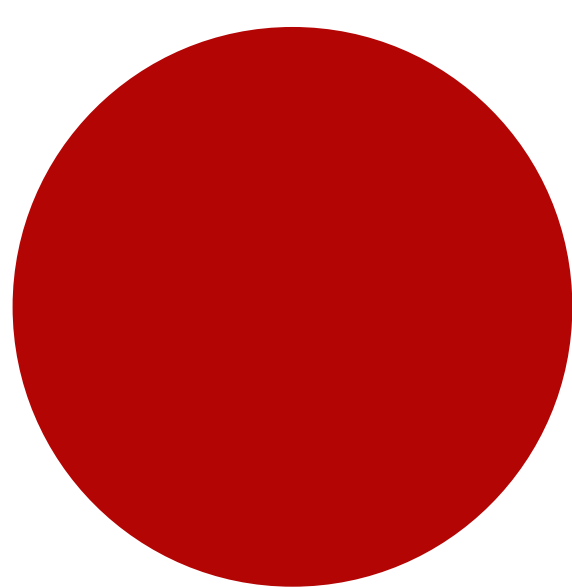


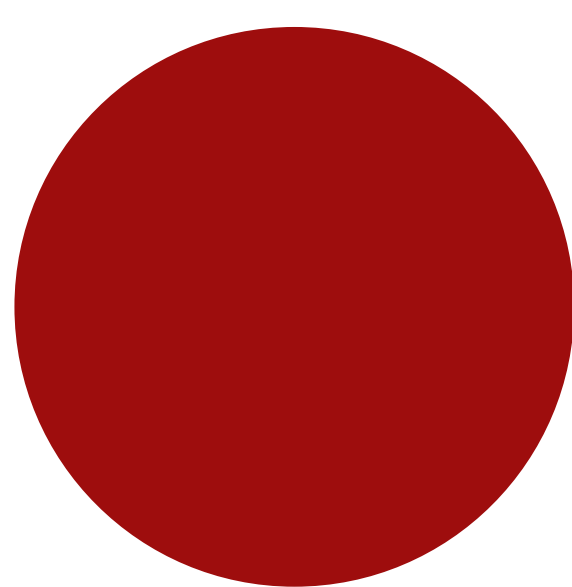
Brand Colors / sRGB



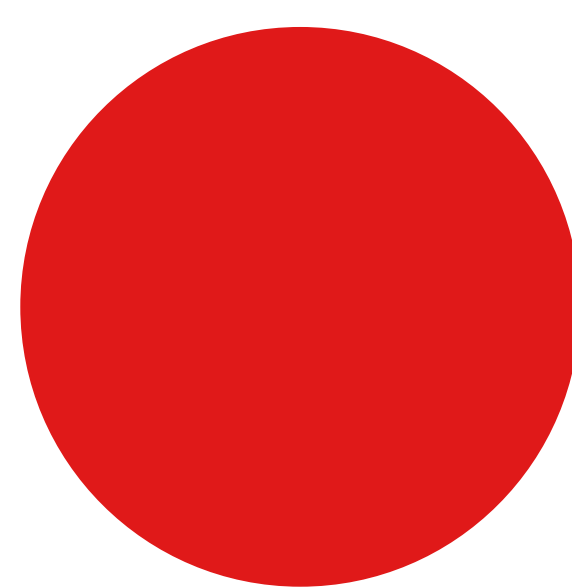
Primary
#D10F0F



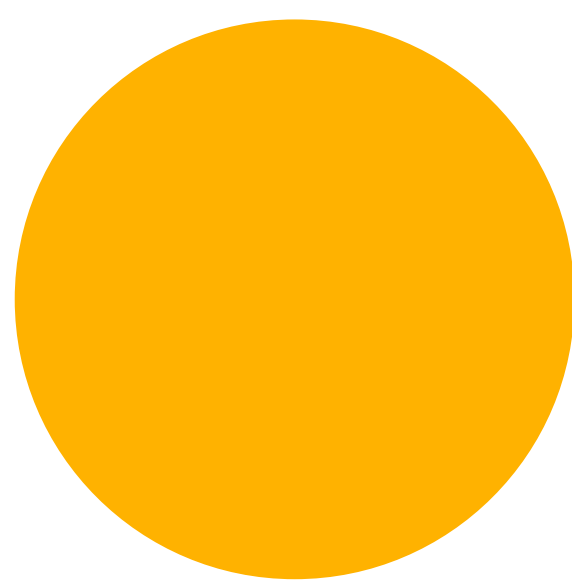
Primary Dark 1
#B40505



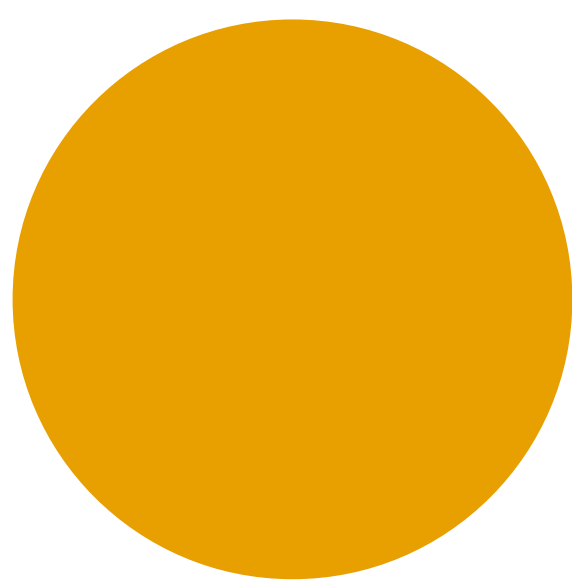
Primary Dark 2
#9E0D0D



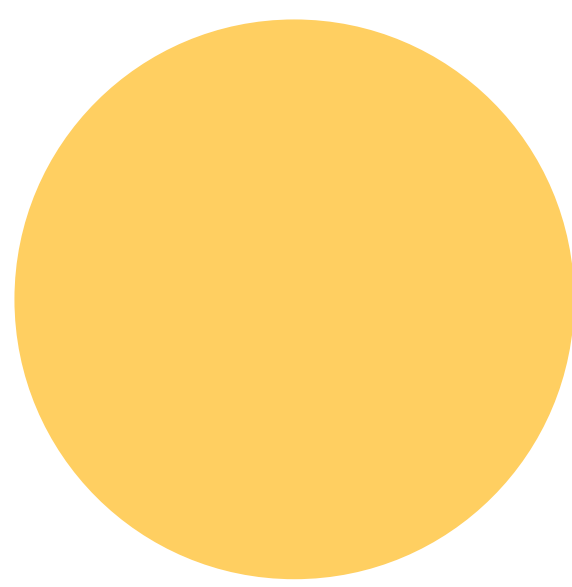
Primary Light
#E01919



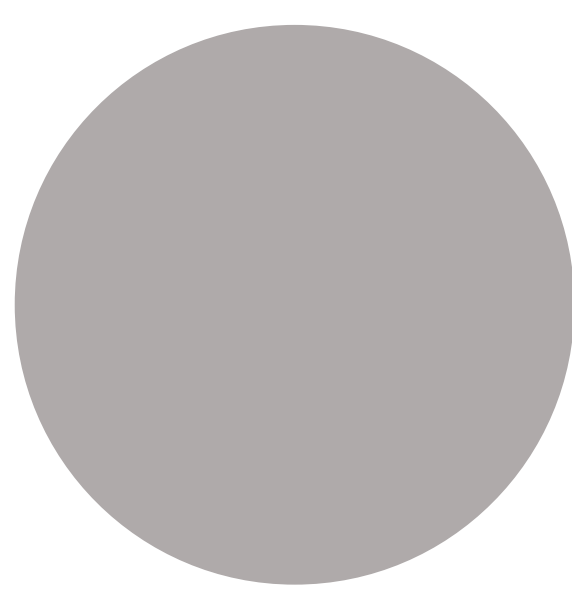
Secondary
#FFB200



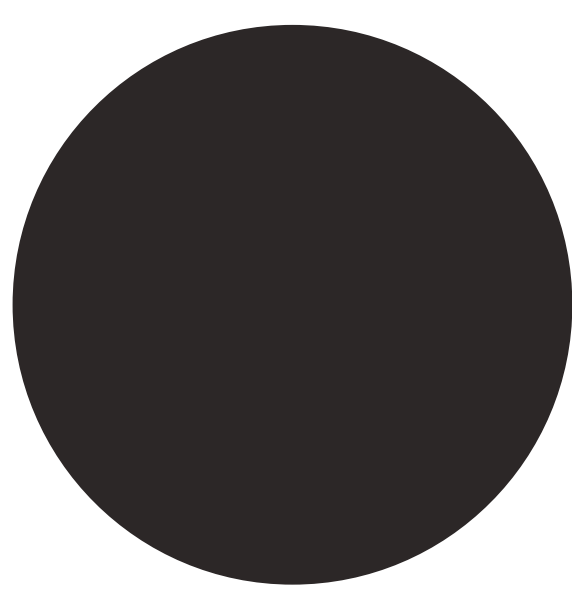
Secondary Dark
#E89F00



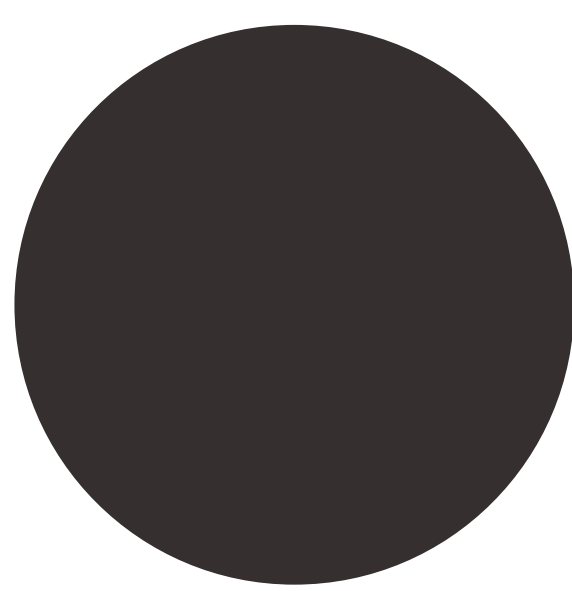
Secondary light
#FFCF61



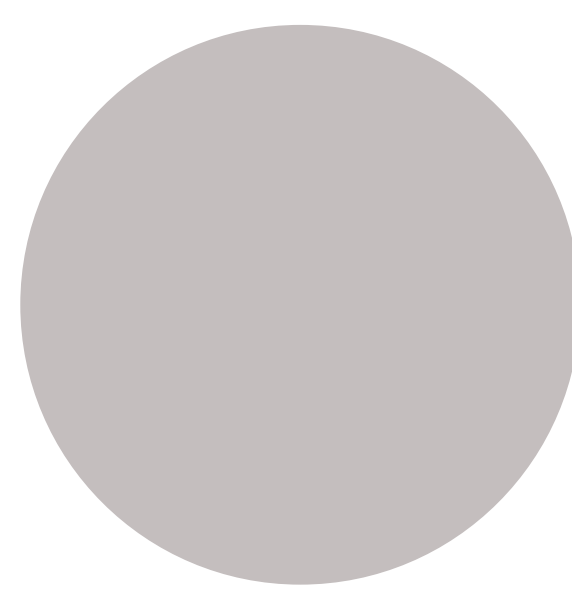
Neutral
#AFAAAA



Neutral Dark 1 - Text
#2C2727

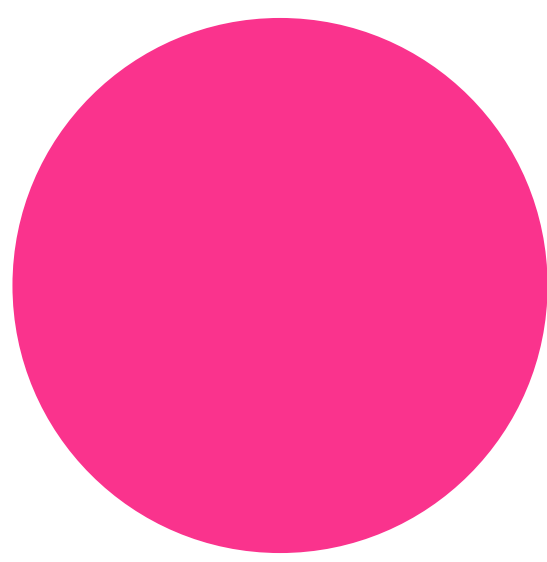


Neutral Dark 2
#352F2F

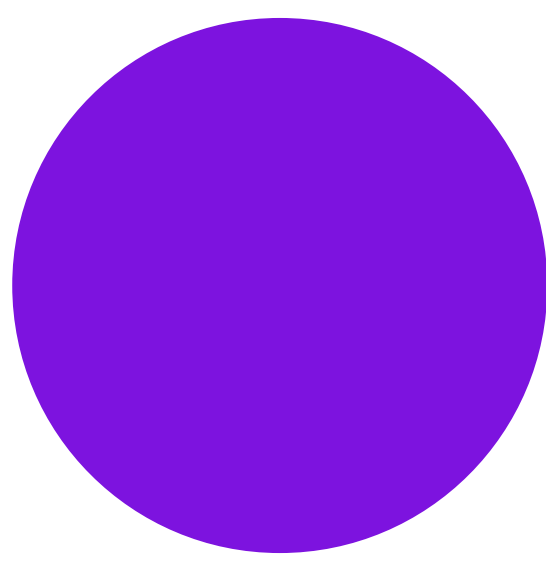


Neutral Light
#C4BEBE

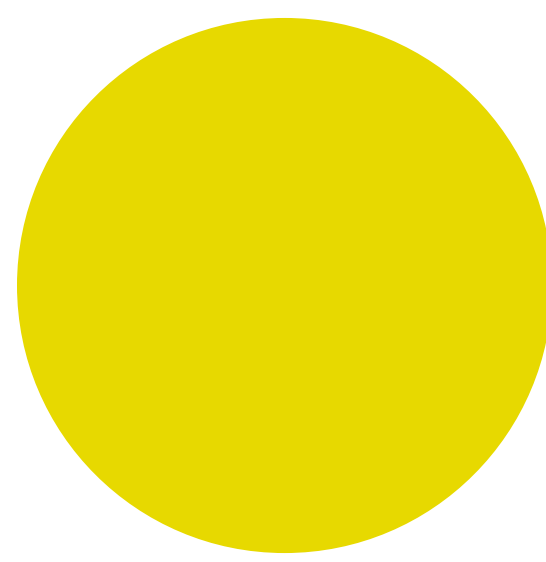
Accent Colors



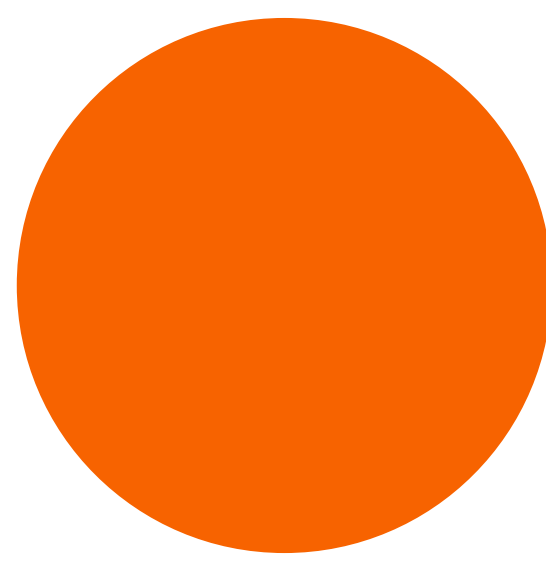
Services
#FA338D



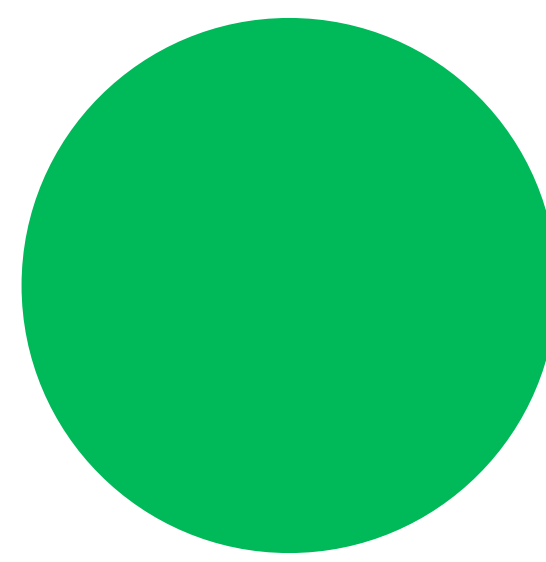
Jobs
#7D13DF



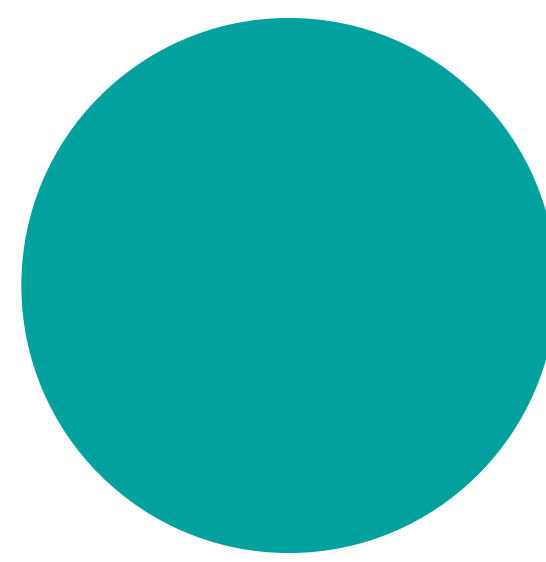
Goods
#E7D900



Real estate
#F76300



Vehicles
#00B959



HR
#02A19D

Assign sRGB profile

Adobe Photoshop:

When creating or editing an image, make sure the document color profile is set to sRGB (Edit > Color Settings > RGB > sRGB).

For exporting as JPEG:

Go to "File" and select "Export" or "Save for Web" (Legacy).

In the export options, ensure the color profile is set to "sRGB" to maintain accurate colors.

Adjust the quality settings as per your requirements and click "Export" to save the JPEG file.

Adobe Illustrator:

Set the document color mode to RGB (File > Document Color Mode > RGB).

For exporting as PDF:

Go to "File" and select "Save As" or "Export."

In the save/export options, choose the PDF format.

Under the "Adobe PDF Preset" or "Save Adobe PDF" settings, select the appropriate preset that suits your needs (e.g., PDF/X-4).

Check the options for color profiles or color conversion and make sure it is set to "sRGB" to preserve the accurate colors.

Adobe InDesign:

Set the document color space to RGB (File > Document Setup > Intent: Web).

Adobe After Effects:

In the project settings, set the working space to sRGB (File > Project Settings > Color Settings > Working Space > sRGB).

Adobe Media Encoder:

Ensure that the source file used in Adobe Media Encoder has the sRGB color profile applied.

Figma:

When creating or editing a design, ensure that the document color profile is set to sRGB (Design Settings > Color > Document Color Space > sRGB).

Google Sheets, Google Docs, Google Slides:

Use the color picker or enter the hex code #D10F0F directly to select the brand red color. The default color profiles in these applications are generally sRGB compliant.

Adding color palette (ASE File)

Adobe Photoshop:

Open Photoshop and go to the Swatches panel (Window > Swatches).

Click on the panel menu icon (top-right corner of the Swatches panel) and choose "Load Swatches."

Locate and select your .ase file from the file browser, and click "Load" to add the color palette to Photoshop.

Adobe Illustrator:

Launch Illustrator and go to the Swatches panel (Window > Swatches).

Click on the panel menu icon (top-right corner of the Swatches panel) and choose "Open Swatch Library" > "Other Library."

Locate and select your .ase file from the file browser, and click "Open" to import the color palette into Illustrator.

Adobe InDesign:

Open InDesign and go to the Swatches panel (Window > Color > Swatches).

Click on the panel menu icon (top-right corner of the Swatches panel) and choose "Load Swatches."

Locate and select your .ase file from the file browser, and click "Open" to add the color palette to InDesign.

Adobe After Effects:

Open After Effects and go to the Effects & Presets panel (Window > Effects & Presets).

Click on the panel menu icon (top-right corner of the Effects & Presets panel) and choose "Import Presets."

Locate and select your .ase file from the file browser, and click "Open" to import the color palette into After Effects.

Figma:

Open your Figma project and go to the "Assets" panel.

Click on the "+" button to create a new "Color" style.

In the color picker, click on the "Import" button.

Locate and select your .ase file from the file browser, and click "Open" to import the color palette into Figma.