

BRAND COLORS

Our primary colors—blue and red—are more than a palette. They represent IAM’s values: strength, unity, and pride in our roots. Using our brand colors consistently reinforces our identity, builds recognition, and creates a unified look across all materials. When we stick to our color standards, we help every message feel unmistakably IAM.

Primary Colors



Union Blue

CMYK C=100, M=78, Y=17, K=4
RGB R=15, G=76, B=139
WEB #0F4C8B



Union Red

CMYK C=10, M=100, Y=97, K=2
RGB R=213, G=32, B=41
WEB #D52029