

Color Palette

Print Color Codes

PRINT (CMYK AND PMS)

This page contains your brand color palette separated into primary, secondary, and tertiary colors. The swatches below show color codes for print in CMYK and Pantone (PMS).

The universal use of black, grayscale, and white is available in your brand's color palette. Colors with tri-tones below signify 25%, 50%, and 100% opacities of that color. If a color does not show opacity tri-tones, opacity of those colors are not approved for your brand.

PRIMARY COLOR PALETTE CORE COLORS

Primary colors help to quickly identify a brand. These are the core colors of the brand. Commonly, primary colors are incorporated into a company's logo. A company has between 1-3 primary colors but there can be more if desired.



RED

C=20 M=100 Y=99 K=11
PANTONE 7621 C

GOLD

C=23 M=32 Y=80 K=1
PANTONE 7407 C

BLACK

C=69 M=66 Y=66 K=74
PANTONE Black

WHITE

C=0 M=0 Y=0 K=0
PANTONE White

SECONDARY COLOR PALETTE ACCENT COLORS

Secondary colors highlight and compliment the primary color or colors. They usually have a range of 1-6 colors. Companies can decide to have an infinity of secondary colors but we suggest to limit the color palette as it helps with recognition and consistency.



BLUE

C=100 M=66 Y=3 K=38
PANTONE 294 C

GREEN

C=45 M=4 Y=90 K=0
PANTONE 376 C

ORANGE

C=0 M=51 Y=100 K=0
PANTONE 144 C

YELLOW

C=5 M=13 Y=100 K=0
PANTONE Yellow 012 C

TERTIARY COLOR PALETTE NEUTRAL COLORS

A tertiary color is a third level of a color palette that combines primary and secondary colors. A favorable reference point for the use of these colors is 10% of the entire color palette. Even though tertiary colors are not used often, they are still useful in adding diversity to the palette. Charts and graphs are good examples of usage of both secondary and tertiary colors.



BROWN

C=25 M=58 Y=98 K=10
PANTONE 7572 C

LIGHT BROWN

C=33 M=36 Y=63 K=4
PANTONE 7503 C

TAN

C=18 M=31 Y=46 K=0
PANTONE 4665 C

CREAM

C=4 M=8 Y=23 K=0
PANTONE 7499 C

Color Palette

Web/Digital Color Codes

DIGITAL/WEB (RGB AND HEX)

This page contains your brand color palette separated into primary, secondary, and tertiary colors. The swatches below show color codes for print in RGB and HEX codes.

The universal use of black, grayscale, and white is available in your brand's color palette. Colors with tri-tones below signify 25%, 50%, and 100% opacities of that color. If a color does not show opacity tri-tones, opacity of those colors are not approved for your brand.

PRIMARY COLOR PALETTE CORE COLORS

Primary colors help to quickly identify a brand. These are the core colors of the brand. Commonly, primary colors are incorporated into a company's logo. A company has between 1-3 primary colors but there can be more if desired.



RED

R=181 G=32 B=37
B52025



GOLD

R=199 G=165 B=83
C7A553



BLACK

R=35 G=32 B=31
23201F



WHITE

R=255 G=255 B=255
FFFFFF

SECONDARY COLOR PALETTE ACCENT COLORS

Secondary colors highlight and compliment the primary color or colors. They usually have a range of 1-6 colors. Companies can decide to have an infinity of secondary colors but we suggest to limit the color palette as it helps with recognition and consistency.



BLUE

R=0 G=47 B=108
002F6C



GREEN

R=153 G=197 B=79
99C54F



ORANGE

R=247 G=146 B=29
F7921D



YELLOW

R=246 G=212 B=13
F5D40F

TERTIARY COLOR PALETTE NEUTRAL COLORS

A tertiary color is a third level of a color palette that combines primary and secondary colors. A favorable reference point for the use of these colors is 10% of the entire color palette. Even though tertiary colors are not used often, they are still useful in adding diversity to the palette. Charts and graphs are good examples of usage of both secondary and tertiary colors.



BROWN

R=178 G=113 B=43
B2712B



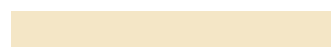
LIGHT BROWN

R=171 G=150 B=109
AB966D



TAN

R=209 G=174 B=140
D1AE8C



CREAM

R=244 G=230 B=198
F4E6C6