

# The Palette

## Print Design

### Primary Colors



**Pantone 368 C/U**

CMYK: 53 / 0 / 85 / 0  
 RGB: 132 / 195 / 97  
 Hex: 84C361



**Pantone PQ-11-0601TCX**

CMYK: 0 / 0 / 0 / 0  
 RGB: 255 / 255 / 255  
 Hex: FFFFFFFF



**Pantone Cool Gray 11 C**

CMYK: 67 / 59 / 53 / 34  
 RGB: 75 / 79 / 83  
 Hex: 4B4F53

### Secondary Colors



**Pantone 2905 C**

CMYK: 41 / 2 / 0 / 0  
 RGB: 139 / 211 / 245  
 Hex: 8BD3F5



**Pantone 7597 C**

CMYK: 0 / 69 / 83 / 18  
 RGB: 209 / 65 / 36  
 Hex: D14124



**Pantone Cool Gray 5 C**

CMYK: 0 / 0 / 0 / 29  
 RGB: 190 / 192 / 194  
 Hex: BEC0C2



**Pantone 424 C**

CMYK: 0 / 2 / 0 / 68  
 RGB: 113 / 112 / 115  
 Hex: 717174



**Pantone 2995 C**

CMYK: 87 / 1 / 0 / 0  
 RGB: 0 / 183 / 255  
 Hex: 00B7FF

## Digital Design



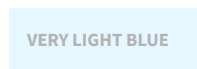
RGB: 27 / 73 / 101  
 Hex: 1B4965



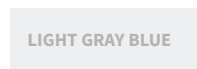
RGB: 18 / 114 / 152  
 Hex: 127298



RGB: 0 / 183 / 255  
 Hex: 00B7FF



RGB: 226 / 246 / 255  
 Hex: E2F6FF



RGB: 233 / 236 / 239  
 Hex: E9ECEF



RGB: 65 / 130 / 60  
 Hex: 41823C



RGB: 145 / 212 / 108  
 Hex: 91D46C



RGB: 157 / 228 / 118  
 Hex: 9DE476



RGB: 255 / 187 / 66  
 Hex: FFBB42



RGB: 194 / 86 / 41  
 Hex: C25629



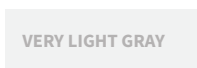
RGB: 63 / 66 / 69  
 Hex: 3F4245



RGB: 113 / 113 / 116  
 Hex: 717174



RGB: 218 / 216 / 216  
 Hex: DAD8D8



RGB: 238 / 240 / 240  
 Hex: EEF0F0



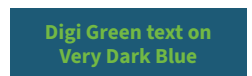
RGB: 255 / 255 / 255  
 Hex: FFFFFFFF

### Text on a Background Color

There are five approved color combination options that meet the contrast ratio of text and background color.

*Digital colors need to meet the standards of the Web Content Accessibility Guidelines (WCAG) 2.1 Level AA.*

<https://color.adobe.com/create/color-contrast-analyzer>



\*New colors added to meet WCAG 2.1 Level AA accessibility compliance, primarily to be used for font colors

\*Must be a minimum of 18 points to meet accessibility standards