

The Palette

Primary Colors — Print or Digital



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

Additional Print Design Colors



Pantone 7468 C
CMYK: 100 / 25 / 0 / 40



Pantone 2995 C
CMYK: 87 / 1 / 0 / 0



Pantone 2905 C
CMYK: 41 / 2 / 0 / 0



Pantone 7597 C
CMYK: 0 / 69 / 83 / 18



Pantone Cool Gray 5 C
CMYK: 0 / 0 / 0 / 29



Pantone 424 C
CMYK: 0 / 2 / 0 / 68

Additional Digital Design Colors



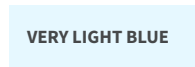
RGB: 27 / 73 / 101
Hex: 1B4965



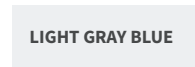
RGB: 18 / 114 / 152
Hex: 127298



RGB: 0 / 183 / 255
Hex: 00B7FF



RGB: 226 / 246 / 255
Hex: E2F6FF



RGB: 233 / 236 / 239
Hex: E9ECEF



RGB: 65 / 130 / 60
Hex: 41823C



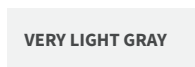
RGB: 63 / 66 / 69
Hex: 3F4245



RGB: 113 / 113 / 116
Hex: 717174



RGB: 218 / 216 / 216
Hex: DAD8D8



RGB: 238 / 240 / 240
Hex: EEF0F0

Additional Website Only Design Colors



RGB: 145 / 212 / 108
Hex: 91D46C



RGB: 157 / 228 / 118
Hex: 9DE476



RGB: 255 / 187 / 66
Hex: FFBB42



RGB: 194 / 86 / 41
Hex: C25629

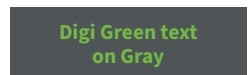
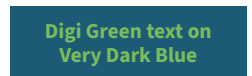
*Do not use for text smaller than 30pt

Text on a Background Color

Here are five examples of color combinations that meet the contrast ratio of text and background color.

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>



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