COLOR

Color

Smile Train brand colors have been carefully selected for use across all communication touchpoints. The Primary Color Palette is concise, with PMS 179 and PMS 2727 of the brandmark coupled with PMS 1645 and PMS 284 to give dimensionality to the brand identity with a two-tone look. The Secondary Color Palette has pairs of colors which continues to build upon the brand's two-tone look. The Secondary Color Palette should be used sparingly to accent or highlight, while the Primary Color Palette should govern the look and feel.

Color Palette

Pantone Colors

Pantone color numbers on this page will be referred to throughout this guide to identify the colors. However, please be sure to use the logos from the logo library in the proper color mode for the application it's being used. For example, the Pantone colors should be used only for special printing needs with Pantone inks for stationery such as letterhead, business cards and envelopes.

When working with vendors to produce marketing materials and products, it is necessary to provide both the Pantone and CMYK version of the logo to request estimates for both options. Dependent on what is being produced and the manner it's being printed, one of the versions will be more cost effective and suitable for the job.



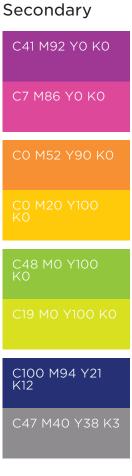
Color Palette

CMYK Colors

CMYK color breakdowns on this page were carefully selected to match the Pantone colors on the previous page. Please note that these breakdowns have been adjusted from the usual software conversions to produce more accurate printing results for four-color process printing. When in doubt, these will be the default colors for most printing needs.

When working with vendors to produce marketing materials and products, it is necessary to provide both the Pantone and CMYK version of the logo to request estimates for both options. Dependent on what is being produced and the manner it's being printed, one of the versions will be more cost effective and suitable for the job.





Color Palette

RGB/Web Colors

RGB and HEX colors on this page should be used only for digital and on-screen applications such as html emails, PowerPoint and video. Use HEX colors for web only.



Secondary R173 G36 B169 HEX #ad24a9 R240 G60 B172 HEX #f03cac R255 G146 B45 R4 G36 B123 HEX #04247b R141 G140 B143