

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.

Primary

PMS 2727 C
PMS 284 C
PMS 179 C
PMS 1645 C
PMS BLACK
PMS Cool Gray 10 C
PMS Cool Gray 4 C
PMS WHITE

Secondary

PMS 253 C
PMS 232 C
PMS 1495 C
PMS 116C
PMS 375 C
PMS 388 C
PMS 2747 C
PMS Cool Gray 8 C

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.

Primary

C74 M50 Y0 K0

C55 M21 Y0 K0

C0 M94 Y100 K0

C0 M67 Y70 K0

C75 M68 Y67 K90

C61 M53 Y50 K22

C26 M21 Y22 K0

C0 M0 Y0 K0

Secondary

C41 M92 Y0 K0

C7 M86 Y0 K0

C0 M52 Y90 K0

C0 M20 Y100
K0

C48 M0 Y100
K0

C19 M0 Y100 K0

C100 M94 Y21
K12

C47 M40 Y38 K3

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.

Primary

R75 G121 B188
HEX #4b79bc

R109 G170 B220
HEX #6daadc

R238 G49 B36
HEX #ee3124

R243 G118 B84
HEX #f37654

R0 G0 B0
HEX #000000

R98 G97 B101
HEX #626165

R191 G188 B186
HEX #bfbcbab

R255 G255 B255
HEX #ffffff

Secondary

R173 G36 B169
HEX #ad24a9

R240 G60 B172
HEX #f03cac

R255 G146 B45
HEX #ff922d

R255 G203 B5
HEX #ffcb05

R144 G211 B7
HEX #90d307

R217 G228 B3
HEX #d9e403

R4 G36 B123
HEX #04247b

R141 G140 B143
HEX #8d8c8f