28842 / City of San Jose Color & Typography Guide

Primary Color Palette

PMS 381 U
CMYK= 20,0,91,10 / **RGB**=194,203,56

70%	50%	25%

PMS 425 U
CMYK= 0,0,0,77 / **RGB**= 95,96,98

70%	50%	25%

Secondary Color Palette

PMS 2995 U
CMYK= 90,11,0,0 / **RGB**= 0,164,228

70%	50%	25%

PMS 152 U
CMYK= 0,51,100,1 / **RGB**= 243,144,29

70%	50%	25%

PMS 110 U
CMYK= 0,12,100,7 / **RGB**= 241,203,0

70%	50%	25%

PMS 7427 U
CMYK= 0,100,65,28 / **RGB**= 181,9,56

70%	50%	25%

PMS 690 U
CMYK= 0,97,0,59 / **RGB**= 125,0,73

70%	50%	25%

Primary Header Typography

BELL GOTHIC STD BLACK
BELL GOTHIC STD BLACK
BELL GOTHIC STD BLACK

Secondary Header Typography

BELL GOTHIC STD BOLD
BELL GOTHIC STD BOLD
BELL GOTHIC STD BOLD

Bell Gothic Std Bold
Bell Gothic Std Bold
Bell Gothic Std Bold

Primary Body Typography

Gill Sans Light
Gill Sans Light
Gill Sans Light

Gill Sans Light Italic
Gill Sans Light Italic
Gill Sans Light Italic

NOTE: CMYK & RGB conversions are not accurate representations of indicated PMS swatches.
They are to be used as a general guide. Please refer to an Uncoated PMS formula guide for accurate color representation. Do not review color selections on computer monitor screens or home/office laser or inkjet printers.