

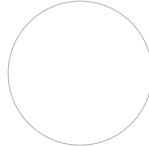
Medtronic Brand Color Chart

The Medtronic Brand Color Palette was created for use in all material. Please note: When a piece is digital first, we'll design for screen, and use screen-based colors (hex or RGB). When a piece is primarily a print application, it should be designed for that format and using CMYK. Many print shops run a 6-color press which also allows for 2 spot Pantone colors (for our electric blue), or 1 spot color and a protective varnish. Some pieces will be a hybrid, designed for print and live online as a downloadable pdf, (e.g., a product sheet). In this instance we lean into the primary use case. Alternatively, we can design the InDesign templates to include both CMYK and RGB stylesheets, to quickly accommodate both color options.

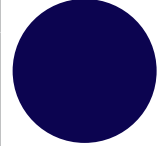
Primary Color Palette

*For digital headlines and text, use:
Hex #170F5F or RGB 23 15 95

Electric Blue				
Web/HEX #1010EB	R: 16 G: 16 B: 235	C: 100 M: 74 Y: 0 K: 4	Pantone 286 C	RAL 5002
White				
Web/HEX #FFFFFF	R: 255 G: 255 B: 255	C: 0 M: 0 Y: 0 K: 0		

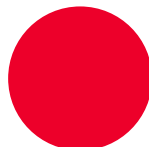
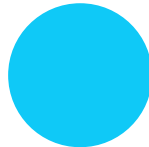


Navy Blue *				
Web/HEX #140F4B	R: 20 G: 15 B: 75	C: 100 M: 97 Y: 0 K: 58	Pantone 2766 C	RAL 5022
Atmospheric White				
Web/HEX #F5F5F5	R: 16 G: 16 B: 235	C: 0 M: 0 Y: 0 K: 7	Pantone Cool Gray 1 C	

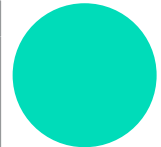


Accent Color Palette

Light Blue				
Web/HEX #0FC9F7	R: 15 G: 201 B: 247	C: 86 M: 2 Y: 0 K: 0	Pantone 2995 C	RAL N/A
Green				
Web/HEX #7ECA2A	R: 126 G: 202 B: 42	C: 50 M: 0 Y: 100 K: 0	Pantone 3561 C	RAL Brillantgrün 120 70 75
Red				
Web/HEX #ED002A	R: 237 G: 0 B: 42	C: 0 M: 100 Y: 94 K: 0	Pantone 185 C	RAL 3028
Purple				
Web/HEX #C529BB	R: 197 G: 41 B: 187	C: 34 M: 90 Y: 0 K: 0	Pantone Purple C	RAL N/A
Brown				
Web/HEX #7B4D35	R: 123 G: 77 B: 53	C: 27 M: 63 Y: 71 K: 45	Pantone 7588 C	RAL 8024



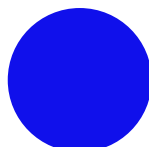
Teal				
Web/HEX #00DCB9	R: 0 G: 220 B: 185	C: 73 M: 0 Y: 43 K: 0	Pantone 3265 C	RAL Reincyan 180 70 40
Orange				
Web/HEX #FFAD00	R: 255 G: 173 B: 0	C: 0 M: 32 Y: 100 K: 0	Pantone 2010 C	RAL 1028
Pink				
Web/HEX #E5057F	R: 229 G: 5 B: 127	C: 0 M: 100 Y: 0 K: 0	Pantone 219 C	RAL 4010
Lavender				
Web/HEX #654BDD	R: 101 G: 75 B: 221	C: 73 M: 68 Y: 0 K: 0	Pantone 2725 C	RAL Gladiolenblau 290 50 40



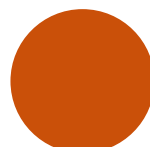
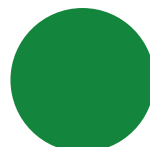
In addition to our primary colors, our color system includes a diverse palette of vibrant accent colors. These should be used primarily for highlighting callouts, infographics and in our brand illustrations.

Semantic Color Palette

Information		
Web/HEX #1010EB	R: 16 G: 16 B: 235	C: 100 M: 74 Y: 0 K: 4
Error/Alert		
Web/HEX #ED002A	R: 237 G: 0 B: 42	C: 0 M: 100 Y: 94 K: 0

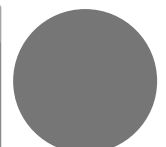
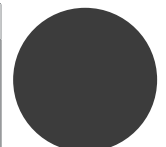


Success		
Web/HEX #14853D	R: 20 G: 133 B: 61	C: 86 M: 23 Y: 100 K: 10
Warning		
Web/HEX #CF5009	R: 202 G: 80 B: 9	C: 13 M: 81 Y: 100 K: 4



Text Color Palette

Body Text - Dark Gray		
Web/HEX #3C3C3C	R: 60 G: 60 B: 60	C: 0 M: 0 Y: 0 K: 90
Disclaimer - Dark Gray (Tint)		
Web/HEX #777777	R: 119 G: 119 B: 119	C: 0 M: 0 Y: 0 K: 55



Medtronic Brand Tint Stack Chart

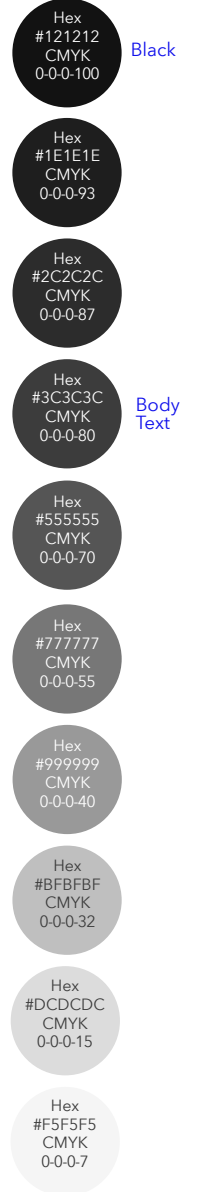
We primarily use tint stacks for infographics, to segment data within charts and graphs, and for simple illustrations. While the core accent colors are preferred, dark and light accents are provided to offer additional flexibility.

Tint stack options for primary colors may also be used when there are functional design constraints that limit use of the primary navy or electric blues. For example, if the intensity of the electric blue would generate anxiety for the user, an adjacent color may be substituted to maintain the spirit of electric blue while not creating user concern.

Primary Colors

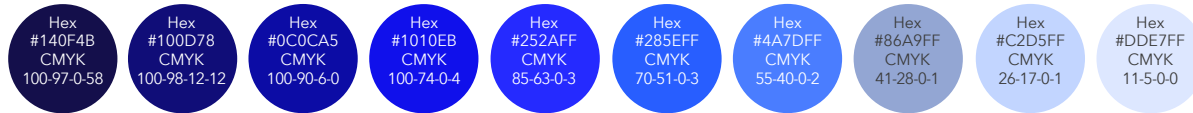


Neutral Colors



Medtronic Brand Tint Stack Chart

Semantic Colors

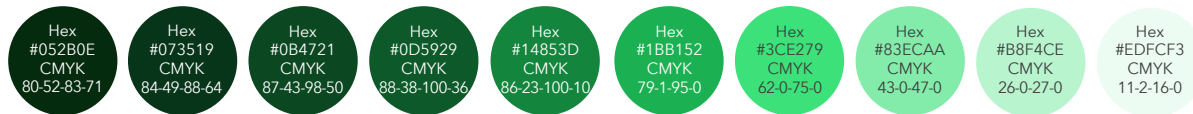


Information

Error/Alert



Success



Warning

