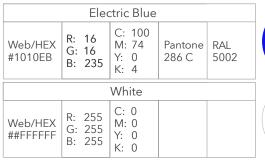
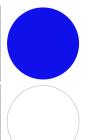
### Medtronic Brand Color Chart

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



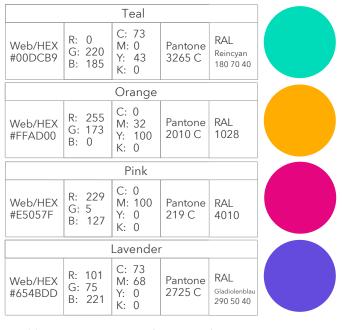


\*For digital headlines and text, use: Hex #170F5F or RGB 23 15 95

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

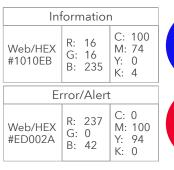
#### Accent Color Palette

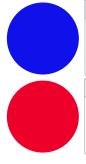
Light Blue					
Web/HEX #0FC9F7	R: 15 G: 201 B: 247	C: 86 M: 2 Y: 0 K: 0	Pantone 2995 C	RAL N/A	
		Green			
Web/HEX #7ECA2A	R: 126 G: 202 B: 42	C: 50 M: 0 Y: 100 K: 0	Pantone 3561 C	RAL Brillantgrün 120 70 75	
		Red			
Web/HEX #ED002A	R: 237 G: 0 B: 42	C: 0 M: 100 Y: 94 K: 0	Pantone 185 C	RAL 3028	
Purple					
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	



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

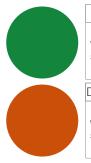




	Success					
	Web/HEX #14853D	G:	20 133 61	C: 86 M: 23 Y: 100 K: 10		
Warning						
	Web/HEX #CF5009		202 80	C: 13 M: 81 Y: 100		

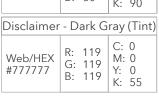
B: 9

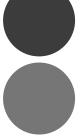
K: 4



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

**Text Color Palette** 





# 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	Electric Blue				Neutral Colors
Hex #140F4B #100D78 CMYK 100-97-0-58 100-98-12-12 Hex #0C0CA5 CMYK 100-90-6-0	Hex #1010EB CMYK 100-74-0-4 #252AFF CMYK 85-63-0-3	Hex #285EFF CMYK 70-51-0-3 Hex #4A7DFF CMYK 55-40-0-2	Hex #86A9FF CMYK 41-28-0-1	CMYK	Hex #121212 CMYK 0-0-0-100
Accent Colors		Light Blue			Hex #1E1E1E
Hex #082542 CMYK 100-65-10-60 Hex #083C71 CMYK 97-52-8-48 Hex #0A5694 CMYK 94-39-7-36	Hex #0073B4 CMYK 92-26-5-24 Hex #009BDA CMYK 89-13-4-12	Hex #0FC9F7 CMYK 86-2-0-0 Hex #49D6F9 CMYK 60-0-3-0	Hex #86E4FB #C2F1F CMYK 40-0-3-0 21-0-2-1	CMYK	CMYK 0-0-0-93
		Teal			Hex #2C2C2C CMYK
Hex #002922 #003D33 #006655 CMYK 88-56-72-65 85-45-66-52 #2-34-60-39	Hex #008F77 CMYK 79-22-55-26 Hex #008899 CMYK 76-11-49-13	Hex #00DCB9 CMYK 73-0-43-0 Hex #00F5CC CMYK 57-0-35-0	Hex #67FFE2 CMYK 44-0-24-0 Hex #AAFAI CMYK 28-0-12	CMYK	0-0-0-87  Hex #3C3C3C Body
		Green			CMYK 0-0-0-80
Hex #1C2A0A #26460F #376415 CMYK 72-55-84-71 78-46-100-51 78-37-100-30	Hex #599518 CMYK 70-20-100-5 Hex #64AD28 CMYK 66-9-100-0	Hex #7ECA2A CMYK 50-0-100-0 Hex #9EDD5A CMYK 42-0-83-0	Hex #BEE891 #DFF40 CMYK 27-0-56-0 13-0-27	CMYK	Hex #555555 CMYK 0-0-0-70
		Orange			0-0-0-70
Hex #331D05 CMYK 55-69-81-74 Hex #4A2D00 CMYK 49-67-93-61 33-66-100-26	Hex #CC7A00 CMYK 18-58-100-3  Hex #F59300 CMYK 1-50-100-0	Hex #FFAD00 CMYK 0-32-100-0 #FFC240 CMYK 0-25-85-0	Hex #FFD780 CMYK 0-15-59-0 #FFEBE CMYK 0-7-28-	CMYK	Hex #777777 CMYK 0-0-0-55
		Red			Hex
Hex #38000B CMYK 52-82-68-75 Hex #52000F CMYK 41-91-75-63 Photographics 29-100-94-40	Hex #A3001E CMYK 23-100-99-20 Hex #CC0025 CMYK 13-100-98-4	Hex #ED002A CMYK 0-100-94-0	Hex #FF758F CMYK 0-69-23-0	CMYK	#999999 CMYK 0-0-0-40
		Pink			Hex #BFBFBF CMYK
Hex #390120 CMYK 60-84-58-71 Hex #46112F CMYK 60-92-51-59 Hex #730240 CMYK 41-100-49-36	Hex #AC0460 CMYK 30-100-38-7 Hex #C9056C CMYK 18-100-31-1	Hex #E5057F CMYK 0-100-0-0 #FB35A2 CMYK 0-89-0-0	Hex #FC78C1 CMYK 1-66-0-0 #FEBCE CMYK 0-32-0-	CMYK	0-0-0-32  Hex #DCDCDC
		Purple			CMYK 0-0-0-15
Hex #320A2F #3F173D #63145E CMYK 71-89-49-64 71-94-43-50 67-100-31-22	Hex #871C80 CMYK 56-100-13-2 Hex #A923A0 CMYK 40-94-0-0	Hex #C529BB CMYK 34-90-0-0 Hex 26-74-0-0	Hex #E88FE2 #F4C7F CMYK 14-49-0-0 5-25-0-	CMYK	Hex #F5F5F5 CMYK 0-0-0-7
		Lavender			
Hex #150C3E #1D1056 #291778 CMYK 100-100-39-51 95-100-28-34 95-100-18-15	Hex #4121AB CMYK 87-93-0-0 Hex #5727D4 CMYK 78-82-0-0	Hex #654BDD #8C78E5 CMYK 73-68-0-0 53-56-0-0	Hex #B2A5EE CMYK 29-34-0-0 Hex #D9D2F CMYK 13-16-0	CMYK	
	Brown				
Hex #24140A	Hex #563625 CMYK 45-69-79-53 Hex #7B4D35 CMYK 27-63-71-45	Hex #9D6343 CMYK 31-62-78-17 Hex #BC8162 CMYK 24-52-64-4	Hex #CEA48D CMYK 19-36-34-0	CMYK	

## Medtronic Brand Tint Stack Chart

### **Semantic Colors**

















Hex #DDE7FF CMYK 11-5-0-0











Success



Error/Alert







Hex #FFDDE3 CMYK 0-16-3-0



















#EDFCF3 CMYK 11-2-16-0



















Hex #FDE6D8 CMYK 0-11-13-0