

COLOR USAGE

We have an official color palette to represent our organization. The use of color helps us express that we are as vibrant as the communities we serve, and it is important to be consistent and **use only the colors that we’ve chosen as part of our brand**. They are identified below.

White space

White is the canvas for all our basic elements, such as color and imagery.

Main palette

Our official color palette is made of five color families that correspond to the colors of our logo. Each family supports a specific logo version (multiple colors may be used on the inside of a printed piece). These combinations can be seen on page 14.

PANTONE® (PMS) colors should only be used for applications where it is not possible to use the CMYK and RGB colors. If you must apply PMS colors, you will need to use the 2-color version of the logo.

Gray and black

Gray and black are used for body text within documents and electronic media. The logo may appear in black under certain circumstances (see page 14). Gray **may not** be used for the logo.

Chart Guide

Shade	
Color	CMYK RGB Hexadecimal Pantone

White space



Main palette

	Light	Medium	Dark
Green	 C 70 M 0 Y 30 K 0 R 32 G 189 B 190 #20bdbe PMS 7472 C	 C 95 M 0 Y 55 K 0 R 1 G 164 B 144 #01a490 PMS 3268 C	 C 100 M 55 Y 65 K 0 R 0 G 107 B 107 #006b6b PMS 3298 C
Blue	 C 100 M 0 Y 0 K 0 R 0 G 174 B 239 #00aeef PMS Process Cyan C	 C 100 M 30 Y 0 K 0 R 0 G 137 B 208 #0089d0 PMS 3005 C	 C 100 M 65 Y 0 K 0 R 0 G 96 B 175 #0060af PMS 661 C
Purple	 C 20 M 100 Y 0 K 0 R 198 G 22 B 141 #c6168d PMS 233 C	 C 50 M 100 Y 0 K 0 R 146 G 39 B 143 #92278f PMS 2415 C	 C 80 M 100 Y 0 K 0 R 92 G 46 B 145 #5c2e91 PMS 268 C
Red	 C 0 M 80 Y 100 K 0 R 241 G 89 B 43 #f15922 PMS 166 C	 C 0 M 100 Y 100 K 0 R 237 G 28 B 36 #ed1c24 PMS 485 C	 C 39 M 100 Y 100 K 0 R 169 G 43 B 49 #a92b31 PMS 1807 C
Orange	 C 0 M 35 Y 100 K 0 R 252 G 175 B 23 #fcaf17 PMS 137 C	 C 0 M 65 Y 100 K 0 R 244 G 121 B 32 #f47920 PMS 152 C	 C 10 M 80 Y 100 K 0 R 221 G 88 B 40 #dd5828 PMS 173 C

Gray and Black

 C 0 M 0 Y 0 K 75 R 99 G 100 B 102 #636466 PMS Cool Gray 11 C
 C 0 M 0 Y 0 K 100 R 35 G 31 B 32 #231f20 PMS Process Black C