COLOR PALETTE

Color is a fundamental part of our visual language.
A contemporary mix of neutral and accent hues work together
to create sophisticated pieces.

WHAT TO DO

- Combine large fields of neutral colors with punches of accent colors.
- Don't oversaturate pieces; consider white space part of the design.
- Choose from the brand palette based on the imagery and photographs used in the piece.
- Use the CMYK breakdowns when printing four-color pieces.
- Use hexidecimal (#) codes when designing for the web.
- Use the PMS color when specifying spot colors.

neutral colors

PMS 7500	PMS 5025	PMS 4735	PMS 400	PMS 4685	PMS 474	PMS 460	PMS 602	PMS 408	PMS 649	PMS 421	PMS 7492	PMS 5783
C3 M5 Y14 K0	C10 M26 Y26 K0	C26 M35 Y54 K1	C13 M10 Y14 K0	C3 M9 Y13 K0	C4 M27 Y38 K0	C9 M13 Y53 K0	C5 M0 Y62 K0	C27 M34 Y44 K0	C10 M5 Y9 K0	C25 M19 Y21 K0	C27 M13 Y64 K0	C26 M18 Y40 K0
#F7EDD4	#EAC9C3	#BAB3A3	#DAD3CC	#F3E2CF	#FEDBBB	#F5E7A1	#FFF799	#B3A59E	#DDE6F3	#C4C6C8	#D4DA90	#B8BC9A

accent colors

PMS 158	PMS 200	PMS 2603	PMS 227	PMS 654	PMS 390	PMS 3995	PMS 7496	PMS 7545	PMS K5	OMS CG11	PMS 2975	PMS CG8
C0 M61 Y97 K0	C100 M63 Y12 K0	C64 M94 Y0 K0	C0 M100 Y7 K19	C100 M72 Y0 K32	C30 M0 Y95 K0	C56 M44 Y92 K28	C64 M25 Y100 K8	C95 M62 Y49 K36	C0 M40 Y22 K87	C0 M2 Y0 K68	C34 M0 Y12 K0	C49 M28 Y36 K1
#F48024	#D31145	#6E298C	#C6006E	#003D78	#C1CD23	#7A6F00	#6D8D23	#5C6F7B	#47292A	#4C4A4D	#ADDFED	#A0A0A4