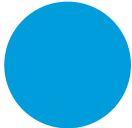








# Color Palette

Our primary color palette is composed of the colors used in our logo. These were carefully chosen to compliment each other, are not specific to a gender, and are relevant to our different target audiences. Whether you need to use the the four color process CMYK to display our logo on printed materials or a three color combination for digital media, always use the approved color specifications.

Our secondary color palette compliments the primary palette and should be used to create graphic elements for First 5 LA communication pieces. Use only the approved colors on the secondary palette by using the appropriate combination of four colors (CMYK) for printed materials and three colors (RGB) for digital media.

Primary	PANTONE	CMYK	RGB	HEX
	PMS 299 C	C:85 M:19 Y:0 K:0	R:0 G:157 B:220	009CDB
	PMS 2685 C	C:96 M:100 Y:0 K:10	R:51 G:42 B:134	332985
	PMS 3262 C	C:71 M:0 Y:33 K:0	R:34 G:188 B:185	22BCB8
Secondary	PANTONE	CMYK	RGB	HEX
	PMS 361 C	C:69 M:0 Y:100 K:0	R:84 G:185 B:72	54B847
	PMS 165 C	C:0 M:59 Y:98 K:0	R:245 G:132 B:38	F58326
	PMS 226 C	C:0 M:99 Y:0 K:0	R:236 G:9 B:141	EC098C
	PMS 032 C	C:0 M:90 Y:86 K:0	R:239 G:65 B:53	EF4034