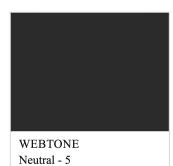**| WEBTONE**

# **WEBTONE**

WEBTONE is a digital-first color system designed to provide a cohesive visual language across digital displays, websites, graphic design, and print. Discover more at webtone.org.

#D9D3C9
rgb(217, 211, 201)
oklch(86.886% 0.01513 80.703)
cmyk(14%, 14%, 16%, 1%)
hsl(37, 17%, 82%)
lum: 0.656

WEBTONE
Pale O-1 / 31

#A6998F
rgb(166, 153, 143)
oklch(69.132% 0.02109 60.029)
cmyk(27%, 30%, 31%, 12%)
hsl(26, 11%, 61%)
lum: 0.329

WEBTONE
Light O-3 / 52

#2B2B2B
rgb(43, 43, 43)
oklch(29.05% 0 none)
cmyk(0%, 0%, 0%, 83%)
hsl(0, 0%, 17%)
lum: 0.025

WEBTONE
Neutral - 5

# ▎WEBTONE

WEBTONE ACCESS ensures selected colors meet WCAG accessibility standards by testing them against pure black and white for a 7:1 contrast ratio. A checkmark indicates compliance. Learn more at webtone.org.

### Pale O-1 / 31
#D9D3C9

| Text ☑ | Text ☐ | Text ☑ | Text ☐ |
|---|---|---|---|

### Light O-3 / 52
#A6998F

| Text ☑ | Text ☐ | Text ☑ | Text ☐ |
|---|---|---|---|

### Neutral - 5
#2B2B2B

| Text ☐ | Text ☑ | Text ☐ | Text ☑ |
|---|---|---|---|