

# THE DDI IDENTITY

## COLOR PALETTE

**PMS** stands for Pantone Matching System, an ink color system used by most printers.

**CMYK** refers to a four color print process, where all color values are expressed based on percentages of Cyan, Magenta, Yellow, and Black.

Hexadecimal code (HTML) is given as a triplet of digit pairs rrggbb, where rr, gg, and bb denote the red, green, and blue components of the color, each component ranging from 00 to FF.

**RGB** is an additive color model where red, green, and blue light (on a monitor) is combined to create colors. Combining full intensities of all three make white.

Warm Gray 11C

new OK  
Reset  
Add to Swatches  
Color Libraries

current

H: 25° L: 40  
S: 20% a: 4  
B: 41% b: 7

R: 104 C: 54%  
G: 92 M: 55%  
B: 83 Y: 61%  
K: 28%

# 685c53

PMS 539C

new OK  
Reset  
Add to Swatches  
Color Libraries

current

H: 203° L: 15  
S: 100% a: -9  
B: 26% b: -21

R: 0 C: 100%  
G: 41 M: 77%  
B: 66 Y: 46%  
K: 51%

# 002942

PMS 7427C

new OK  
Reset  
Add to Swatches  
Color Libraries

current

H: 348° L: 34  
S: 88% a: 54  
B: 61% b: 24

R: 156 C: 25%  
G: 19 M: 100%  
B: 46 Y: 81%  
K: 22%

# 9c132e

PMS 179C

new OK  
Reset  
Add to Swatches  
Color Libraries

current

H: 4° L: 52  
S: 79% a: 64  
B: 89% b: 47

R: 226 C: 5%  
G: 59 M: 92%  
B: 48 Y: 91%  
K: 1%

# e23b30

PMS 124C

new OK  
Reset  
Add to Swatches  
Color Libraries

current

H: 44° L: 75  
S: 100% a: 16  
B: 93% b: 82

R: 236 C: 7%  
G: 172 M: 34%  
B: 0 Y: 100%  
K: 0%

# ecac00

Pantone Process Blue

new OK  
Reset  
Add to Swatches  
Color Libraries

current

H: 201° L: 49  
S: 100% a: -33  
B: 81% b: -54

R: 0 C: 100%  
G: 133 M: 33%  
B: 207 Y: 5%  
K: 0%

# 0085cf

PMS 222C

new OK  
Reset  
Add to Swatches  
Color Libraries

current

H: 331° L: 25  
S: 76% a: 39  
B: 43% b: -3

R: 109 C: 44%  
G: 26 M: 97%  
B: 66 Y: 49%  
K: 37%

# 6d1a42

PMS 7496C

new OK  
Reset  
Add to Swatches  
Color Libraries

current

H: 72° L: 50  
S: 86% a: -19  
B: 50% b: 50

R: 106 C: 62%  
G: 128 M: 32%  
B: 18 Y: 100%  
K: 14%

# 6a8012