## using the colors

## **COLOR PALETTE**

## **Use of the Casey Color Palette**

Color is a major element in the visual identity and supports the recognition and cohesiveness of our family of materials. This color palette should be adhered to and used consistently to serve this purpose.

PRIMARY One color should be dominant.			NEUTRAL		
GREEN FOR BACKGROUNDS	MED. GREEN FOR TYPE	ORANGE	YELLOW	GRAY	BEIGE
390	390 for type	1665	7406	425	7500
383/384	383/384	1665	124	425	7500
32c/0m/100y/24k	43c/5m/100y/35k	0c/68m/100y/0k	0c/23m/100y/2k	77-84k thin fonts	0c/3m/23y/3k
32c/0m/100y/32k	43c/5m/100y/44k	0c/70m/100y/0k	0c/23m/100y/4k	77-84k darker	0c/5m/23y/5 k
151r/168g/37b	132r/145g/32b	218r/85g/33b	233r/175g/29b	89r/89g/89b	247r/238g/212b
97A825	849120	E86421	E9AF1D	595959	F7EED4

PMS U PMS C CMYK U CMYK C RGB HTML

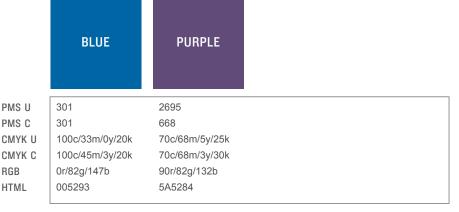
PMS U

RGB

HTML

Use RGB for Microsoft and online applications. Use CMYK or Pantone/PMS for professional printing. Colors vary on different monitors and may need adjusting for paper stock and some printing presses. The ultimate goal is to try and match the uncoated Pantone/PMS color values as closely as possible.

SECONDARY COLORS For accent color and to distinguish chart categories and components of a series.



Use secondary colors for accents and to distinguish categories, not as a prominent color.