

3

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
PMS U	390	390 for type	1665	7406	425	7500
PMS C	383/384	383/384	1665	124	425	7500
CMYK U	32c/0m/100y/24k	43c/5m/100y/35k	0c/68m/100y/0k	0c/23m/100y/2k	77–84k thin fonts	0c/3m/23y/3k
CMYK C	32c/0m/100y/32k	43c/5m/100y/44k	0c/70m/100y/0k	0c/23m/100y/4k	77–84k darker	0c/5m/23y/5 k
RGB	151r/168g/37b	132r/145g/32b	218r/85g/33b	233r/175g/29b	89r/89g/89b	247r/238g/212b
HTML	97A825	849120	E86421	E9AF1D	595959	F7EED4

**tip** 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.
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BLUE	PURPLE
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PMS U	301	2695
PMS C	301	668
CMYK U	100c/33m/0y/20k	70c/68m/5y/25k
CMYK C	100c/45m/3y/20k	70c/68m/3y/30k
RGB	0r/82g/147b	90r/82g/132b
HTML	005293	5A5284

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