

Color Palette

The primary colors are White, Charcoal, Azure, Cerulean, and Turquoise. They are the colors used in the Labcorp logo and carry significant brand equity. The secondary colors—Navy and Lavender—are rich hues that can serve as color fills for secondary content in brand applications. The tertiary colors—Salmon and Seafoam—are a complementary set of bright accents that are used sparingly across applications. Together, they represent a modern palette that offers fresh perspective within the category.

Primary Colors

White
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255
#ffffff

Charcoal
PANTONE® Black 6 C
PANTONE® Black 6 U
C: 100 M: 61 Y: 32 K: 96
R: 35 G: 31 B: 32
#231f20

75%

50%

25%

Azure
PANTONE® 2728 C
PANTONE® 293 U
C: 99 M: 76 Y: 0 K: 0
R: 58 G: 92 B: 233
#3a5ce9

Cerulean
PANTONE® 279 C
PANTONE® 279 U
C: 75 M: 34 Y: 0 K: 0
R: 41 G: 152 B: 227
#2998e3

Turquoise
PANTONE® 310 C
PANTONE® 310 U
C: 54 M: 0 Y: 7 K: 0
R: 76 G: 213 B: 247
#4cd5f7

Secondary Colors

Navy
PANTONE® 280 C
PANTONE® 280 U
C: 100 M: 98 Y: 13 K: 5
R: 26 G: 33 B: 136
#1a2188

Lavender
PANTONE® 267 C
PANTONE® 267 U
C: 71 M: 90 Y: 0 K: 0
R: 108 G: 47 B: 172
#6c2fac

Tertiary Colors

Salmon
PANTONE® 178 C
PANTONE® 178 U
C: 0 M: 68 Y: 26 K: 0
R: 247 G: 117 B: 140
#f7758c

Seafoam
PANTONE® 317 C
PANTONE® 317 U
C: 25 M: 0 Y: 8 K: 0
R: 180 G: 246 B: 245
#b4f6f5

Use RGB and HEX formulas for on-screen and digital use. CMYK builds and PMS colors are for print applications. Please note that each color has been optimized for on-screen (RGB) or print (solid or 4CP) reproduction. The specific RGB color formula, PMS color, and CMYK color formula are provided here and must be specified individually for each color. Do not use the automated color conversion tools in your software.