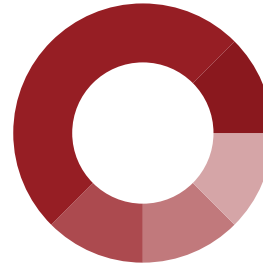# Color

To enable flexibility in special use cases, tints and shades of the primary color may be used by adding white or black.

Red, tangerine, yellow, and turquoise get used the most. Gray is our work horse for text and backgrounds. Blue is used when another color is needed for support.
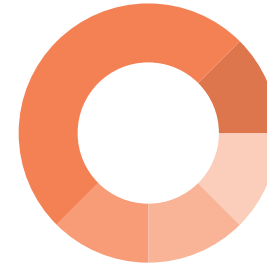
WORLD PULSE RED

C	M	Y	K
26	99	94	25

R	G	B
150	30	35

PANTONE 1797
HEX 961E23

WORLD PULSE TANGERINE

C	M	Y	K
0	60	70	0

R	G	B
245	130	85

PANTONE 157
HEX F58255

WORLD PULSE YELLOW

C	M	Y	K
12	17	100	0

R	G	B
230	200	30

PANTONE 604
HEX E6C81E

WORLD PULSE TURQUOISE
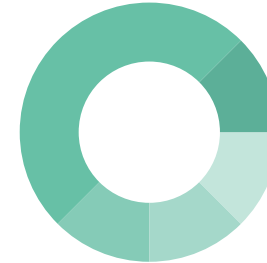
C	M	Y	K
58	3	43	0

R	G	B
105	190	165

PANTONE 570
HEX 69BEA5

WORLD PULSE BLUE

C	M	Y	K
68	15	25	0

R	G	B
75	170	185

PANTONE 631
HEX 4AA8B7

WORLD PULSE GRAY
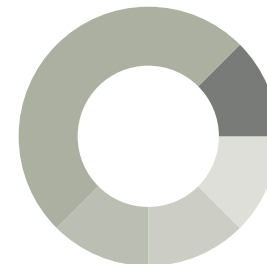
C	M	Y	K
35	24	36	0

R	G	B
170	175	160

PANTONE 414
HEX AAAFA1