

Color palette: specs and pairing

- Use only one set of colors per communication or illustration.
- You may select three colors from a group of similar hues to extend the range of available color combinations.
- You may also use MSK grays with any color set (for example: 1 blue + 2 grays; 2 blues + 1 gray; 1 violet + 2 grays; 2 greens + 1 gray).

Primary Color Palette

	Print		Digital
	Coated	Uncoated	
MSK Blue	PMS 7461 C80 M25 Y0 K0	PMS 2192 C80 M20 Y0 K0	#2986E2 R41 G134 B226
MSK Orange	PMS 7597 C0 M75 Y95 K0	PMS 1665 C0 M70 Y95 K0	#F26529 R242 G101 B41
MSK Beige	PMS 7499 C0 M4 Y25 K0	PMS 7499 C0 M6 Y25 K0	#FFF5BC R255 G245 B188
MSK Dark Gray	PMS 413C C0 M0 Y10 K30	PMS 2323U C0 M0 Y10 K30	#737373 R115 G115 B115
MSK Medium Gray	PMS 9103C C0 M0 Y6 K17	PMS 2330U C0 M0 Y6 K19	#B3B3A6 R179 G179 B166
MSK Light Gray	PMS Cool Gray 1C C0 M0 Y3 K9	PMS 9080U C0 M0 Y3 K9	#DFDFD8 R223 G223 B216
Black	C0 M0 Y0 K100	C0 M0 Y0 K100	R0 G0 B0
White	C0 M0 Y0 K0	C0 M0 Y0 K0	R255 G255 B255

Secondary Color Palette

	Print		Digital
	Coated	Uncoated	
Blue 1	2905 C40 M0 Y0 K0	290 C40 M0 Y0 K0	#9BDCFF R155 G220 B255
Blue 2	298 C75 M0 Y0 K0	2985 C75 M0 Y0 K0	#00BDF2 R0 G189 B242
Blue 3	7690 C80 M25 Y0 K20	2185 C80 M25 Y0 K15	#2875B4 R40 G117 B180
Orange 1	141 C0 M20 Y60 K0	7403 C0 M15 Y60 K0	#FFD87D R255 G216 B125
Orange 2	2011 C0 M45 Y100 K0	7409 C0 M40 Y100 K0	#FF9C2E R255 G156 B46
Orange 3	7578 C0 M75 Y100 K10	7579 C0 M75 Y100 K10	#DC582A R220 G88 B42
Violet 1	7439 C30 M50 Y10 K0	680 C22 M55 Y5 K0	#B484B1 R180 G132 B177
Violet 2	2063 C30 M100 Y10 K0	675 C25 M100 Y10 K0	#B40778 R180 G7 B120
Violet 3	520 C65 M100 Y10 K15	2623 C65 M100 Y10 K15	#64216B R100 G33 B107
Magenta 1	203 C0 M36 Y6 K0	510 C0 M36 Y6 K0	#F7B4C6 R247 G180 B198
Magenta 2	213 C0 M100 Y18 K0	213 C0 M100 Y18 K0	#ED0579 R237 G5 B121
Magenta 3	7641 C25 M100 Y50 K12	703 C18 M100 Y65 K12	#B61C46 R182 G28 B70
Sienna 1	124 C0 M35 Y100 K0	129 C0 M30 Y100 K0	#FDB913 R253 G185 B19
Sienna 2	7573 C35 M65 Y100 K0	7584 C25 M70 Y100 K0	#A05E35 R160 G94 B53
Sienna 3	7600 C35 M90 Y100 K20	174 C35 M95 Y100 K20	#87412D R135 G65 B45
Yellow 1	7499 C0 M5 Y35 K0	7499 C0 M5 Y35 K0	#FFEDB3 R255 G237 B179
Yellow 2	7405 C0 M10 Y100 K0	107 C0 M7 Y100 K0	#FFDC00 R255 G220 B0
Yellow 3	123 C0 M25 Y100 K0	7406 C0 M20 Y100 K0	#FFBE19 R255 G190 B25
Green 1	2300 C40 M0 Y100 K0	2300 C40 M0 Y95 K0	#A6CE42 R166 G206 B66
Green 2	363 C70 M25 Y100 K0	2278 C70 M25 Y100 K0	#619744 R97 G151 B68
Green 3	357 C80 M25 Y100 K30	349 C85 M25 Y100 K25	#197338 R25 G115 B56
Turquoise 1	2274 C18 M0 Y40 K0	580 C18 M0 Y40 K0	#D4E6AE R212 G230 B174
Turquoise 2	7716 C90 M0 Y45 K0	326 C90 M0 Y45 K0	#00A59B R0 G165 B155
Turquoise 3	7719 C90 M10 Y50 K25	C7718 90 M10 Y40 K25	#00787A R0 G120 B122