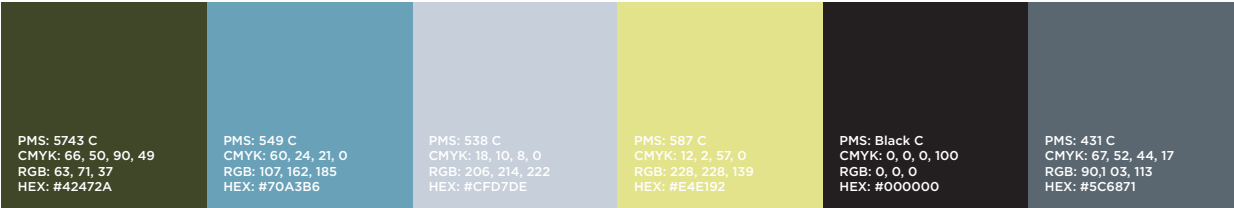


## Primary Palette

Our primary palette consists of three main colors based on our logo, and six complementary colors. The sizes of these swatches correspond to how prominently each color is featured within the palette—the top three used most frequently, and the bottom six included for variety and visual interest.



These colors are for use on materials referring broadly to Lincoln Park Zoo like brand ads, signage, and non-event-specific communications.



## Secondary Palette Usage

Our secondary color palette consists of 59 colors based on different environments within Lincoln Park Zoo, all of which should be used equally.

This palette is mainly for use in creating logos for events and programs. Colors will be selected to match the tone, season, and subject being addressed. The in-house design team will avoid repeatedly using the same colors for seasons, targets, events, or departments, so that colors do not become associated with specific things.

PMS: 7598 CMYK: 17, 86, 99, 6 RGB: 195, 70, 40 HEX: #BE4630	PMS: 1665 CMYK: 6, 88, 100, 1 RGB: 226, 67, 1 HEX: #DC431D	PMS: 7416 CMYK: 3, 74, 70, 0 RGB: 235, 104, 82 HEX: #E66857	PMS: 174 CMYK: 26, 87, 100, 22 RGB: 154, 56, 32 HEX: #963826	PMS: 169 C CMYK: 0, 36, 26, 0 RGB: 252, 190, 169 HEX: #F8B4A8	PMS: 1788 C CMYK: 0, 97, 84, 0 RGB: 244, 56, 52 HEX: #ED263B	PMS: 197 C CMYK: 2, 48, 15, 0 RGB: 238, 155, 162 HEX: #EA9CAD	PMS: 1655 C CMYK: 0, 85, 100, 0 RGB: 250, 76, 6 HEX: #F44C23	PMS: 548 C CMYK: 100, 28, 25, 61 RGB: 0, 71, 74 HEX: #00474b
PMS: 7578 C CMYK: 8, 71, 97, 0 RGB: 225, 106, 44 HEX: #DC6938	PMS: 1645 C CMYK: 0, 72, 85, 0 RGB: 253, 107, 53 HEX: #F76A41	PMS: 157 C CMYK: 3, 43, 76, 0 RGB: 241, 159, 83 HEX: #ED9D5D	PMS: 149 C CMYK: 0, 26, 59, 0 RGB: 253, 194, 120 HEX: #FAC080	PMS: 7563 C CMYK: 14, 42, 100, 0 RGB: 218, 154, 41 HEX: #D7983C	PMS: 141 C CMYK: 3, 23, 75, 0 RGB: 247, 197, 90 HEX: #F4C366	PMS: 7549 C CMYK: 0, 31, 100, 0 RGB: 255, 183, 0 HEX: #FFB404	PMS: 129 C CMYK: 3, 17, 87, 0 RGB: 274, 206, 60 HEX: #F5CC52	PMS: 7476 C CMYK: 82, 34, 47, 45 RGB: 25, 93, 74 HEX: #19504a
PMS: 127 C CMYK: 4, 10, 70, 0 RGB: 246, 220, 107 HEX: #F5D977	PMS: 7401 C CMYK: 2, 10, 41, 0 RGB: 249, 224, 164 HEX: #F7DEA9	PMS: 378 C CMYK: 61, 43, 100, 30 RGB: 90, 98, 26 HEX: #5B6123	PMS: 364 C CMYK: 73, 33, 100, 19 RGB: 74, 118, 40 HEX: #4E7430	PMS: 7482 C CMYK: 95, 8, 100, 1 RGB: 0, 157, 78 HEX: #4E7430	PMS: 375 C CMYK: 46, 0, 100, 0 RGB: 149, 214, 0 HEX: #9BD230	PMS: 390 C CMYK: 34, 12, 100, 0 RGB: 182, 189, 0 HEX: #B7BA00	PMS: 381 C CMYK: 24, 0, 100, 0 RGB: 207, 219, 0 HEX: #D0D82F	PMS: 7470 C CMYK: 83, 53, 40, 17 RGB: 15, 99, 127 HEX: #0F637f
PMS: 3155 C CMYK: 100, 45, 45, 19 RGB: 0, 96, 114 HEX: #006070	PMS: 632 C CMYK: 92, 24, 23, 0 RGB: 0, 145, 179 HEX: #0092, B0	PMS: 635 C CMYK: 33, 1, 7, 0 RGB: 164, 210, 231 HEX: #A8DAE6	PMS: 7692 C CMYK: 100, 69, 24, 7 RGB: 0, 84, 135 HEX: #005684	PMS: 300 C CMYK: 100, 62, 7, 0 RGB: 0, 92, 185 HEX: #0061B4	PMS: 2995 C CMYK: 80, 12, 1, 0 RGB: 0, 168, 225 HEX: #00AADE	PMS: 297 C CMYK: 51, 5, 3, 0 RGB: 100, 190, 233 HEX: #76C6E6	PMS: 290 C CMYK: 25, 6, 3, 0 RGB: 188, 216, 235 HEX: #8CD9E9	PMS: 7473 C CMYK: 59, 0, 33, 29 RGB: 39, 153, 137 HEX: 279989
PMS: 5125 C CMYK: 56, 84, 39, 24 RGB: 109, 58, 93 HEX: #6B3C5C	PMS: 7440 C CMYK: 37, 60, 10, 0 RGB: 167, 118, 166 HEX: #A472A4	PMS: 523 C CMYK: 18, 31, 3, 0 RGB: 205, 177, 207 HEX: #CBB2CE	PMS: 410 C CMYK: 51, 53, 55, 20 RGB: 118, 102, 97 HEX: #756661	PMS: 7770 C CMYK: 52, 51, 82, 34 RGB: 100, 90, 55 HEX: #64593A	PMS: 7504 C CMYK: 38, 50, 65, 13 RGB: 151, 119, 92 HEX: #93765E	PMS: 7562 C CMYK: 25, 38, 73, 2 RGB: 192, 154, 94 HEX: #BB9964	PMS: 7612 C CMYK: 19, 43, 40, 0 RGB: 205, 154, 141 HEX: #C8988F	PMS: 7466 C CMYK: 86, 0, 32, 0 RGB: 0, 176, 185 HEX: #00B0B9
PMS: 434 C CMYK: 7, 15, 12, 0 RGB: 232, 213, 210 HEX: #E7D5D2	PMS: Warm Gray 1 C CMYK: 14, 14, 17, 0 RGB: 217, 209, 202 HEX: #D9D1CB	PMS: 560 C CMYK: 83, 52, 70, 55 RGB: 28, 60, 52 HEX: #1F3C34	PMS: 447 C CMYK: 68, 60, 65, 55 RGB: 56, 58, 53 HEX: #383935	PMS: 418 C CMYK: 63, 53, 65, 36 RGB: 81, 83, 72 HEX: #515349	PMS: 5487 C CMYK: 65, 41, 49, 13 RGB: 96, 119, 117 HEX: #617775	PMS: 403 C CMYK: 45, 42, 49, 7 RGB: 114, 132, 122 HEX: #8D837B	PMS: 417 C CMYK: 50, 41, 47, 7 RGB: 132, 132, 125 HEX: #84837E	PMS: 497 C CMYK: 18, 63, 77, 66 RGB: 71, 32, 20 HEX: #472014
PMS: 478 C CMYK: 8, 53, 71, 58 RGB: 99, 50, 31 HEX: #63321f	PMS: 1395 C CMYK: 1, 44, 83, 40 RGB: 151, 86, 26 HEX: #97561a	PMS: 140 C CMYK: 1, 31, 83, 51 RGB: 124, 86, 21 HEX: #7c5615	PMS: 7551 C CMYK: 1, 32, 83, 31 RGB: 174, 120, 30 HEX: #ae781e	PMS: 133 C CMYK: 8, 26, 71, 58 RGB: 99, 79, 31 HEX: #63411f				

# Secondary Palette By Hue

RED

<p>PMS: 7598 CMYK: 17, 86, 99, 6 RGB: 195, 70, 40 HEX: #BE4630</p>	<p>PMS: 1665 CMYK: 6, 88, 100, 1 RGB: 226, 67, 1 HEX: #DC431D</p>	<p>PMS: 7416 CMYK: 3, 74, 70, 0 RGB: 235, 104, 82 HEX: #E66857</p>
<p>PMS: 174 CMYK: 26, 87, 100, 22 RGB: 154, 56, 32 HEX: #963826</p>	<p>PMS: 169 C CMYK: 0, 36, 26, 0 RGB: 252, 180, 169 HEX: #F8B4AB</p>	<p>PMS: 1788 C CMYK: 0, 97, 84, 0 RGB: 244, 36, 52 HEX: #ED263B</p>
<p>PMS: 197 C CMYK: 2, 48, 15, 0 RGB: 236, 155, 162 HEX: #EA9CAD</p>		

ORANGE

<p>PMS: 7578 C CMYK: 8, 71, 97, 0 RGB: 225, 106, 44 HEX: #DC6938</p>	<p>PMS: 1645 C CMYK: 0, 72, 85, 0 RGB: 253, 107, 53 HEX: #F76A41</p>	<p>PMS: 157 C CMYK: 9, 43, 76, 0 RGB: 241, 159, 83 HEX: #ED9D5D</p>
<p>PMS: 149 C CMYK: 0, 26, 59, 0 RGB: 253, 194, 120 HEX: #FAC0B0</p>	<p>PMS: 7563 C CMYK: 14, 42, 100, 0 RGB: 218, 154, 41 HEX: #D7983C</p>	<p>PMS: 1655 C CMYK: 0, 85, 100, 0 RGB: 250, 76, 6 HEX: #F44C23</p>

YELLOW

<p>PMS: 141 C CMYK: 3, 23, 75, 0 RGB: 247, 197, 90 HEX: #F4C366</p>	<p>PMS: 7549 C CMYK: 0, 31, 100, 0 RGB: 255, 183, 0 HEX: #FFB404</p>	<p>PMS: 129 C CMYK: 3, 17, 87, 0 RGB: 274, 206, 60 HEX: #F5CC52</p>
<p>PMS: 127 C CMYK: 4, 10, 70, 0 RGB: 246, 220, 107 HEX: #F5D977</p>	<p>PMS: 7401 C CMYK: 2, 10, 41, 0 RGB: 249, 224, 164 HEX: #F7DEA9</p>	

GREEN

<p>PMS: 378 C CMYK: 61, 43, 100, 30 RGB: 90, 98, 26 HEX: #5B6123</p>	<p>PMS: 364 C CMYK: 73, 33, 100, 19 RGB: 74, 118, 40 HEX: #4E7430</p>	<p>PMS: 7482 C CMYK: 95, 8, 100, 1 RGB: 0, 157, 78 HEX: #4E7430</p>
<p>PMS: 375 C CMYK: 46, 0, 100, 0 RGB: 149, 214, 0 HEX: #98D230</p>	<p>PMS: 390 C CMYK: 34, 12, 100, 0 RGB: 182, 189, 0 HEX: #B7BA00</p>	<p>PMS: 390 C CMYK: 34, 12, 100, 0 RGB: 182, 189, 0 HEX: #B7BA00</p>

# Secondary Palette By Hue

BLUE

<p>PMS: 7692 C CMYK: 100, 69, 24, 7 RGB: 0, 84, 135 HEX: #005684</p>	<p>PMS: 300 C CMYK: 100, 62, 7, 0 RGB: 0, 92, 185 HEX: #0061B4</p>	<p>PMS: 2895 C CMYK: 80, 12, 1, 0 RGB: 0, 168, 225 HEX: #00AADE</p>
<p>PMS: 297 C CMYK: 52, 5, 3, 0 RGB: 110, 196, 233 HEX: #76C6E6</p>	<p>PMS: 290 C CMYK: 25, 6, 3, 0 RGB: 186, 216, 235 HEX: #BCD9E9</p>	

TEAL

<p>PMS: 548 C CMYK: 100, 28, 25, 61 RGB: 0, 71, 74 HEX: #00474a</p>	<p>PMS: 7476 C CMYK: 82, 34, 47, 45 RGB: 25, 93, 74 HEX: #195d4a</p>	<p>PMS: 7470 C CMYK: 93, 53, 40, 17 RGB: 15, 99, 127 HEX: #01637f</p>
<p>PMS: 3155 C CMYK: 100, 45, 45, 19 RGB: 0, 96, 114 HEX: #006070</p>	<p>PMS: 7475 C CMYK: 59, 0, 33, 29 RGB: 39, 153, 137 HEX: #279989</p>	<p>PMS: 7466 C CMYK: 86, 0, 32, 0 RGB: 0, 176, 185 HEX: #00B0B9</p>
<p>PMS: 632 C CMYK: 92, 24, 23, 0 RGB: 0, 146, 179 HEX: #0092, B0</p>	<p>PMS: 635 C CMYK: 33, 1, 7, 0 RGB: 164, 218, 231 HEX: #A8DAE6</p>	

PURPLE

<p>PMS: 5125 C CMYK: 56, 84, 39, 24 RGB: 109, 58, 93 HEX: #6B3C5C</p>	<p>PMS: 7440 C CMYK: 37, 60, 10, 0 RGB: 167, 118, 166 HEX: #A478A4</p>	<p>PMS: 523 C CMYK: 18, 31, 3, 0 RGB: 205, 177, 207 HEX: #CBB2CE</p>
<p>PMS: 410 C CMYK: 91, 53, 55, 20 RGB: 118, 102, 97 HEX: #756661</p>		

BROWN

<p>PMS: 497 C CMYK: 18, 63, 77, 66 RGB: 71, 32, 20 HEX: #472014</p>	<p>PMS: 478 C CMYK: 8, 53, 71, 58 RGB: 99, 50, 31 HEX: #63321f</p>	<p>PMS: 1395 C CMYK: 1, 44, 83, 40 RGB: 151, 86, 26 HEX: #97561a</p>
<p>PMS: 140 C CMYK: 1, 31, 83, 51 RGB: 124, 86, 21 HEX: #7c5615</p>	<p>PMS: 7551 C CMYK: 1, 32, 83, 31 RGB: 174, 120, 30 HEX: #ae781e</p>	

## Secondary Palette By Hue

LIGHT NEUTRAL

<p>PMS: 7770 C CMYK: 52, 51, 82, 34 RGB: 100, 90, 55 HEX: #64593A</p>	<p>PMS: 133 C CMYK: 8, 26, 71, 58 RGB: 99, 79, 31 HEX: #63411F</p>	<p>PMS: 7504 C CMYK: 38, 50, 65, 13 RGB: 151, 119, 92 HEX: #95765E</p>
<p>PMS: 7562 C CMYK: 25, 38, 73, 2 RGB: 192, 154, 94 HEX: #BE9964</p>	<p>PMS: 7612 C CMYK: 19, 43, 40, 0 RGB: 205, 154, 141 HEX: #CB998F</p>	<p>PMS: 434 C CMYK: 7, 15, 12, 0 RGB: 232, 213, 210 HEX: #E7D5D2</p>
<p>PMS: Warm Gray 1 C CMYK: 14, 14, 17, 0 RGB: 217, 209, 202 HEX: #D9D1CB</p>		

DARK NEUTRAL

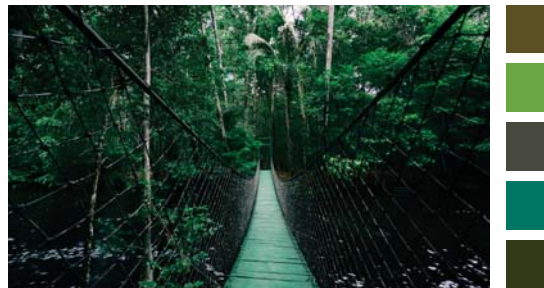
<p>PMS: 560 C CMYK: 83, 52, 70, 55 RGB: 28, 60, 52 HEX: #1F3C34</p>	<p>PMS: 447 C CMYK: 68, 60, 65, 55 RGB: 56, 58, 53 HEX: #383935</p>	<p>PMS: 418 C CMYK: 83, 53, 65, 36 RGB: 81, 83, 72 HEX: #515349</p>
<p>PMS: 5487 C CMYK: 65, 41, 49, 13 RGB: 96, 119, 117 HEX: #617775</p>	<p>PMS: 403 C CMYK: 45, 42, 49, 7 RGB: 114, 132, 122 HEX: #8D837B</p>	<p>PMS: 417 C CMYK: 50, 41, 47, 7 RGB: 132, 132, 125 HEX: #84837E</p>

## Secondary Palette Examples

ARCTIC THEME



RAINFOREST THEME



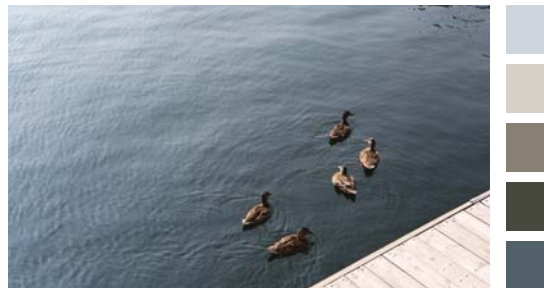
WATER FOWL THEME



AFRICA THEME



NATURE BOARDWALK THEME



AQUATIC THEME



## Secondary Palette Examples

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MAMMALIAN THEME



DESERT THEME



MOUNTAIN THEME



AMPHIBIAN THEME



GREAT PLAINS THEME



URBAN ENVIRONMENT THEME

