#### **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.

PMS: 3295 C PMS: 7737 C PMS: WHITE CMYK: 100, 28, 68, 15 CMYK: 64, 15, 100, 2 CMYK: 0, 0, 0, 0 RGB: 0, 119, 101 RGB: 106, 163, 66 RGB: 255, 255, 255 HEX: #6007765 HEX: #6AA341 HEX: #FFFFF

PMS: 5743 C
CMYK: 60, 50, 90, 49
CMYK: 60, 24, 21, 0
CMYK: 18, 10, 8, 0
CMYK: 12, 2, 57, 0
CMYK: 12, 2, 57, 0
CMYK: 10, 0, 0, 100
CMYK: 67, 52, 44, 17
RGB: 63, 71, 37
RGB: 107, 162, 185
RGB: 206, 214, 222
RGB: 228, 129
RGB: 0, 0, 0
RGB: 90, 103, 113
REX: #70A3B6
REX: #70A3B6
REX: #6FD7DE
REX: #6FD7DE
REX: #6FD7DE
REX: #6FD7DE
REX: #6FD7DE
REX: #6FD7DE

# 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: 255, 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: #F8B4AB	PMS: 1788 C CMYK: 0, 97, 84, 0 RGB: 244, 36, 52 HEX: #E0263B	PMS: 197 C CMYK: 2, 48, 15, 0 RGB: 238, 155, 182 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: #00474a
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: 7563 C CMYK: 14, 42, 100, 0 RGB: 218, 154, 41 HEX: #D7983C				PMS: 7476 C CMYK: 82, 34, 47, 45 RGB: 25, 93, 74 HEX: #195d4a
PMS: 127 C CMYK: 4, 10, 70, 0 RGB: 246, 220, 107 HEX: #F5977	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: #586123	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: #98D230	PMS: 390 C CMYK: 34, 12, 100, 0 RGB: 182, 189, 0 HEX: #B7BAOO		PMS: 7470 C CMYK: 93, 53, 40, 17 RGB: 15, 99, 127 HEX: #06537f
PMS: 3155 C CMYK: 100, 45, 45, 19 RGB: 0, 98, 114 HEY: 810-6170	PMS: 632 C CMYK: 92, 24, 23, 0 RGB: 0, 145, 179 HEY: #INO2 BD	PMS: 635 C CMYK: 33, 1, 7, 0 RGB: 164, 212, 231 HEY: #3804255	PMS: 7592 C CMYK: 100, 69, 24, 7 ROB: 0, 84, 185 HEY: #RONSEA	PMS: 300 C CMYK: 100, 62, 7, 0 ROB: 0, 92, 185 HEY: #RONGINA	PMS: 2995 C CMYK: 80, 12, 1, 0 ROB: 0, 168, 225 HEY: #ROMADE	PMS: 297 C CMYK: 52, 5, 3, 0 RGB: 110, 196, 233 HEY: #76-055		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	PMS: 7440 C CMYK: 37, 60, 10, 0		PMS: 410 C CMYK: 51, 53, 55, 20 RGB: 118, 102, 97	PMS: 7770 C CMYK: 52, 51, 82, 34 RGB: 100, 90, 55	PMS: 7504 C CMYK: 38, 50, 65, 13 RGB: 151, 119, 92			PMS: 7466 C CMYK: 86, 0, 32, 0 RGB: 0, 176, 185
		PMS: 560 C CMYK: 83, 52, 70, 55	PMS: 447 C CMYK: 68. 60. 65. 55	PMS: 418 C CMYK: 63, 53, 65, 36	PMS: 5487 C CMYK: 55. 41. 49, 13	PMS: 403 C	PMS: 417 C	PMS: 497 C CMWK: 18, 63, 77, 66 RGB: 71, 32, 20
PMS: 478 C CMY: 8, 53, 71, 58 RGB: 99, 50, 31	PMS: 1395 C CMYK: 1, 44, 83, 40 RGB: 151, 86, 26	PMS: 140 C CMWK: 1, 31, 83, 51 RGB: 124, 86, 21	PMS: 7551 C CMYK: 1, 32, 83, 31 RGB: 174, 120, 30	PMS: 133 C CMYK: 8, 26, 71, 58 RGB: 99, 79, 31	HEX: #617775	HEX: #808378	HEX: #84837E	HEX: #472014
	CMYK: 17, 86, 99, 6 RGB: 195, 70, 40 HEX: #BE4630  PMS: 7578 C CMYK: 8, 71, 97, 0 RGB: 225, 106, 44 HEX: #DC6938  PMS: 127 C CMYK: 4, 10, 70, 0 RGB: 226, 106, 44 HEX: #DC6938  PMS: 3155 C CMYK: 300, 45, 45, 19 RGB: 246, 230, 107 HEX: #F50977  PMS: 5125 C CMYK: 300, 45, 45, 19 RGB: 109, 58, 93, 94 RGB: 109, 58, 93, 94 RGB: 109, 58, 93 HEX: #683CSC	PMS: 7578 C CMYK: 8, 71, 97, 0 RGB: 193, 70, 40 HEX: #BE4650  PMS: 1645 C CMYK: 8, 71, 97, 0 RGB: 225, 106, 44 HEX: #F76A41  PMS: 1645 C CMYK: 8, 71, 97, 0 RGB: 225, 106, 44 HEX: #F76A41  PMS: 1355 C CMYK: 100, 45, 45, 19 RGB: 246, 220, 107 HEX: #F70EA9  PMS: 1355 C CMYK: 100, 45, 45, 19 RGB: 0, 145, 190 RGB: 100, 58, 93 HEX: #6365CS  PMS: 1440 C CMYK: 36, 84, 39, 24 RGB: 100, 58, 93 HEX: #6376C CMYK: 26, 84, 39, 24 RGB: 100, 150, 100 RGB: 107, 18, 166 HEX: #6370C CMYK: 26, 84, 39, 24 RGB: 100, 100, 100 RGB: 107, 18, 166 RGB: 107, 18, 166 RGB: 107, 18, 166 RGB: 107, 107, 107, 107, 107, 107, 107, 107,	CMYK: 17, 86, 90, 60 HEX: #BE4630  PMS: 1645 C CMYK: 8, 71, 97, 0 RGB: 226, 67, 1 RGB: 225, 104, 10 RGB: 235, 104, 10 RGB: 235, 104, 10 RGB: 235, 104, 10 RGB: 236, 107, 83 RGB: 236, 107, 83 RGB: 236, 107, 83 RGB: 241, 139, 83 RGB: 246, 220, 107 REX: #F76A11  PMS: 815 C CMYK: 100, 45, 45, 19 RGB: 0,	MYK. 12, 86, 99, 6  MEX. #BE4630  MEX. #BE4630  MEX. #BE66357  MEX. #B66336  MEX. #B66365  MEX. #B66365	PMS: 17372 C CMYK: 9, 74, 77.0 RG3: 225, 106, 44 HEX. #F76A41 HEX. #F76A41 HEX. #F76A41  PMS: 378 C CMYK: 0, 72, 25, 0 RG8: 225, 106, 44 HEX. #F76A41 HEX. #F76A41 HEX. #F76A41  PMS: 378 C CMYK: 4, 10, 70, 0 RG8: 243, 124, 104 HEX. #F76A41  PMS: 378 C CMYK: 4, 10, 70, 0 RG8: 246, 220, 107 HEX. #F70B27  PMS: 378 C CMYK: 10, 70, 0 RG8: 249, 224, 104 HEX. #F70B27  PMS: 378 C CMYK: 61, 43, 100, 30 RG8: 36, 220, 107 HEX. #F70B27  PMS: 378 C CMYK: 10, 70, 0 RG8: 249, 224, 104 HEX. #F70B27  PMS: 378 C CMYK: 10, 70, 0 RG8: 249, 224, 104 HEX. #F70B27  PMS: 378 C CMYK: 10, 64, 54, 109 RG8: 74, 10, 40 RG8: 74,	PMS: 7378 C CMM S 27 10 7 0 CMM S 20 10 0 CMM S 20 1	PMS: 7378 C CMYK B7, 75.0 PMS: 1845 C CMYK B7, 75.0 PMS: 1875 C CMYK B	PMS_7778 C CMYK 0, 77 0, 52 CMYK 0, 77 0

## Secondary Palette By Hue

RED ORANGE YELLOW

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

PMS: 7578 C	PMS: 1645 C	PMS: 157 C
CMYK: 8, 71, 97, 0	CMYK: 0, 72, 85, 0	CMYK: 3, 45, 76, 0
RGB: 225, 106, 44	RGB: 253, 107, 53	RGB: 241, 159, 83
HEX: #DC6938	HEX: #F76A41	HEX: #ED9D5D
	PMS: 7563 C CMYK: 14, 42, 100, 0 RGB: 218, 154, 41 HEX: #D7983C	

PMS: 7549 C CMYK: 0, 31, 100, 0 RGB: 255, 183, 0 HEX: #EFB404	
	HEX: #F5CC52

GREEN		
PMS: 378 C	PMS: 364 C	PMS: 7482 C
CMYK: 61, 43, 100, 30	CMYK: 73, 33, 100, 19	CMYK: 95, 8, 100, 1
RGB: 90, 98, 26	RGB: 74, 118, 40	RGB: 0, 157, 78
HEX: #5B6123	HEX: #4E7430	HEX: #4E7430
PMS: 375 C	PMS: 390 C	PMS: 390 C
CMYK: 46, 0, 100, 0	CMYK: 34, 12, 100, 0	CMYK: 34, 12, 100, 0
RGB: 149, 214, 0	RGB: 182, 189, 0	RGB: 102, 109, 0
HEX: #98D23O	HEX: #B7BA00	HEX: #B7BA00

## Secondary Palette By Hue

BLUE

PMS: 7692 C
CMYK: 100, 69, 24, 7
CMYK: 100, 62, 7, 0
CMYK: 21, 10
CMYK: 22, 10
CMYK: 25, 5, 3, 0
CMYK: 25, 6, 25
CMYK: 26, 6,

TEAL

PMS: 548 C	PMS: 7476 C	PMS: 7470 C
CMYK: 100, 28, 25, 61	CMYK: 82, 34, 47, 45	CMYK: 93, 53, 40, 17
RGB: 0, 71, 74	RGB: 25, 93, 74	RGB: 15, 99, 127
HEX: #00474a	HEX: #195d4a	HEX: #01637f
PMS: 3155 C	PMS: 7473 C	PMS: 7466 C
CMYK: 100, 45, 45, 19	CMYK: 59, 0, 33, 29	CMYK: 86, 0, 32, 0
RG8: 0, 96, 114	RGB: 39, 153, 137	RGB: 0, 176, 185
HEX: #006070	HEX: 279989	HEX: #00B0B9
PMS: 632 C CMYK: 92, 24, 23,0 RGB: 0,145, 179 HEX: #0092, B0		

PURPLE

PMS: 5125 C	PMS: 7440 C	PMS: 523 C
CMYK: 55, 84, 39, 24	CMYK: 37, 60, 10, 0	CMYK: 18, 31, 3, 0
RGB: 109, 58, 93	RGS: 167, 118, 166	RGB: 205, 177, 207
HEX: #6B3C5C	HEX: #A478A4	HEX: #CBB2CE
PMS: 410 C CMYK: 51, 53, 55, 20 RGB: 118, 102, 97 HEX: #756661		

BROWN

DITO WIT		
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	

## Secondary Palette By Hue

#### LIGHT NEUTRAL

PMS: 7770 C CMYK: 52, 51, 82, 34 RGB: 100, 90, 55 HEX: #64593A	PMS: 133 C CMYK: 8, 26, 71, 58 RGB: 99, 79, 31 HEX: #634fff	PMS: 7504 C CMYK: 38, 50, 65, 13 RGB: 151, 119, 92 HEX: #95765E
PMS: 7562 C CMYK: 25, 38, 73, 2 RGB: 192, 154, 94 HEX: #BE9964	PMS: 7612 C CMYK: 19, 43, 40, 0 RGB: 205, 154, 141 HEX: #CB998F	

#### DARK NEUTRAL

PMS: 560 C	PMS: 447 C	PMS: 418 C
CMYK: 93, 50, 55	CHYK: 68, 60, 65, 55	CMYK: 63, 53, 65, 36
RGB: 28, 60, 52	RGB: 56, 58, 53	RGB: 81, 83, 72
HEX: #1F3C34	HEX: #383935	HEX: #515349
PMS: 5487 C	PMS: 403 C	PMS: 417 C
CMYK: 65, 41, 49, 13	CMYK: 45, 42, 49, 7	CMYK: 50, 41, 47, 7
RGB: 96, 119, 117	RGB: 114, 132, 122	RGB: 132, 132, 125
HEX: #617775	HEX: #8D837B	HEX: #84837E

## Secondary Palette Examples

ARCTIC THEME



RAINFOREST THEME



WATER FOWL THEME



AFRICA THEME



NATURE BOARDWALK THEME



AQUATIC THEME



## Secondary Palette Examples

MAMMALIAN THEME



DESERT THEME



MOUNTAIN THEME



AMPHIBIAN THEME



GREAT PLAINS THEME



URBAN ENVIRONMENT THEME

