COLOR PALETTE

BAYFIELD

COUNTY

Color plays a vital role in making a brand recognizable. School busses are yellow. UPS trucks are brown. You can recognize those vehicles from distances beyond being able to read the type on their side simply by their color. Similarily, companies, organizations, and even destinations benefit from having a defined color palette to help establish a consistent look and feel. The following chart identifies the colors of the Bayfield County brand identity and the formulas used to achieve them.

	BLACK	INDIGO	GREY	GREEN	LIGHT GREY
CMYK	60 / 40 / 40 / 100	80 / 70 / 25 / 15	45% screen of black	45 / 0 / 100 / 0	25% screen of black
RGB	35 / 31 / 32	70 / 81 / 124	157 / 159 / 162	154 / 202 / 60	199 / 200 / 202
PMS	BLACK	2748	Cool Grey 8	390	Cool Grey 4
HSB	231f20	46517c	9d9fa2	9aca3c	c7c8ca