

Our color palette

Primary palette



Print
Pantone 2768C/282U
C 100 M 090 Y 013 K 071

Digital
R 007 G 029 B 073
HEX #071D49



Print
Pantone NA
C 000 M 000 Y 000 K 000

Digital
R 255 G 255 B 255
HEX #FFFFFF



Print
Pantone 2716C
C 059 M 027 Y 000 K 000

Digital
R 166 G 181 B 224
HEX #A6B5E0



Print
Pantone 2706C
C 019 M 010 Y 000 K 000

Digital
R 237 G 240 B 255
HEX #EDF0FF

Secondary palette: Dark



Pantone 2587C
C 058 M 076 Y 000 K 000
R 138 G 046 B 204
HEX #8A2ECC



Pantone 285C
C 090 M 048 Y 000 K 000
R 000 G 102 B 245
HEX #0066F5



Pantone 7418C
C 008 M 083 Y 055 K 005
R 207 G 069 B 028
HEX #CF451C



Pantone 363C
C 076 M 003 Y 100 K 018
R 051 G 135 B 000
HEX #338700

Light



Pantone 2577C
C 040 M 054 Y 000 K 000
R 168 G 107 B 222
HEX #A86BDE



Pantone 2915C
C 060 M 009 Y 000 K 000
R 000 G 161 B 255
HEX #00A1FF



Pantone 486C
C 000 M 055 Y 050 K 000
R 247 G 099 B 079
HEX #F7634F



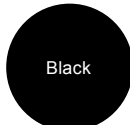
Pantone 360C
C 078 M 000 Y 100 K 002
R 069 G 171 B 000
HEX #45AB00

Tertiary palette

This palette is for specific uses only. Please visit the AbbVie Brand Standards for details.



C 028 M 021 Y 018 K 001
R 185 G 180 B 180
HEX #B9B4B4



C 100 M 061 Y 032 K 096
R 000 G 000 B 000
HEX #000000



C 007 M 058 Y 100 K 030
R 156 G 107 B 018
HEX #9C6B12



C 002 M 016 Y 014 K 000
R 242 G 217 B 208
HEX #F2D9D0



C 026 M 053 Y 044 K 021
R 146 G 092 B 084
HEX #925C54



C 006 M 004 Y 007 K 013
R 232 G 232 B 232
HEX #E8E8E8



C 067 M 054 Y 046 K 040
R 075 G 076 B 078
HEX #4B4C4E



C 014 M 035 Y 083 K 003
R 219 G 166 B 061
HEX #DBA63D



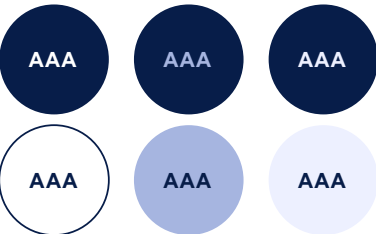
C 012 M 038 Y 032 K 004
R 202 G 154 B 142
HEX #CA9A8E



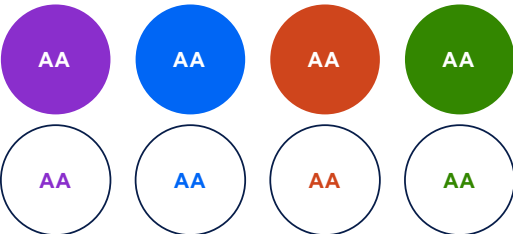
C 025 M 083 Y 062 K 067
R 073 G 039 B 040
HEX #492728

Digital accessibility

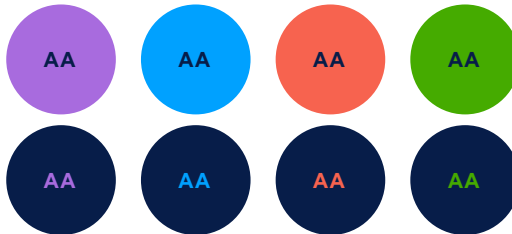
Primary



Secondary: Dark



Secondary: Light



For more information on our colors, how to use them, and the rest of our brand and identity, please refer to the **AbbVie Brand Standards** document on **Brand Central**.