THE FLOATING HOSPITAL
Color guide

blue•100
blue•100

CMYK - 100 • 62 • 0 • 0
RGB - 34 • 88 • 169
HEX - 2a5aa7
PMS - 4150C or 4151U

teal•76
teal•76

CMYK - 76 • 0 • 40 • 0
RGB - 0 • 176 • 174
HEX - 19bdb8
PMS - 326C or 2399U

teal•56
teal•56

CMYK - 56 • 0 • 30 • 0
RGB - 90 • 180 • 162
HEX - 5ab4a2
PMS - 563C or 563U

blue•80
blue•80

CMYK - 80 • 42• 0 • 0
RGB - 41 • 129 • 196
HEX - 2981c4
PMS - 646C or 2172U

teal•36
teal•36

CMYK - 36 • 0 • 20 • 0
RGB - 161 • 217 • 210
HEX - a1d9d2
PMS - 565C or 565U

teal•100
teal•100

CMYK - 100 • 0 • 56 • 0
RGB - 0 • 169 • 148
HEX - 00a893
PMS - 7473C or 2402U

PMS colors are best value matches and might need to be manually adjusted depending on paper choice.

violet•52
violet•52

CMYK - 52 • 54 • 0 • 0
RGB - 99 • 88 • 141
HEX - 63588d
PMS - 2094C or 4122U

violet•32
violet•32

CMYK - 32 • 34 • 0 • 0
RGB - 172 • 163 • 208
HEX - aca3d0
PMS - 2099C or 2099U

red•90
red•90

CMYK - 10 • 90 • 90 • 0
RGB - 220 • 65 • 51
HEX - d93e36
PMS - 4058C or 1795U

yellow•100
yellow•100

CMYK - 10 • 20 • 100 • 0
RGB - 233 • 195 • 30
HEX - fed100
PMS - 7408C or 7406U

slate•21

CMYK - 72 • 66 • 65 • 73
RGB - 33 • 33 • 33
HEX - 212121
PMS - 2479C or 2479U

mist•f7
mist•f7

CMYK - 2 • 1 • 1 • 0
RGB - 249 • 249 • 246
HEX - f7f7f7
PMS - 656C or 656U

PMS colors are best value matches and might need to be manually adjusted depending on paper choice.
Slate & mist can be substituted with 100% black and white/paper, respectively, for print executions.

Color & type guide

blue•100

Gotham Thin/*Italic*
Gotham XLight/*Italic*
Gotham Light/*Italic*
Gotham Book/*Italic*
Gotham Medium/*Italic*
Gotham Bold/*Italic*
Gotham Black/*Italic*
Gotham Ultra/*Italic*

teal•76

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teal•56

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blue•80

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teal•36

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teal-36 is not suitable for body text over white/light backgrounds

teal•100

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Gotham Ultra/*Italic*

Gotham family, all weights. Be mindful of readability. In general, light colored type is more readable on dark backgrounds and vice-versa. For print executions, consider using the darker color values for dense/body copy in 12 pt and below.

violet·52

violet·52

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violet·32

violet·32

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red·90

red·90

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yellow·100

yellow·100

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slate·21

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For print executions, substitute black for this color except in very large point sizes, such as headlines/display type.

mist·f7

mist·f7

Gotham Thin/*Italic*
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Gotham Ultra/*Italic*

mist-f7 is not suitable for body text over white/light backgrounds. For print executions, substitute white for this color except in very large point sizes, such as headlines/display type.