

Primary Color Palette

The Homeland Security signature should be reproduced in full color — Homeland Security Blue, Gray, Green, Light Blue and Red — whenever possible. The colors of the signature serve as the source for our house style color palettes.

Our primary color palette contains Homeland Security Blue and Gray from the signature and adds Dark Gray and White. These colors should be employed throughout our communications and are equivalent to the

PANTONE numbers listed in the table below. For 4-color process printing, refer to the CMYK values shown. For on-screen applications (video, broadcast), refer to the RGB Video values specified. For Web applications, refer to the RGB Web values.

The PANTONE and CMYK values provided can be used on both coated and uncoated paper when printing. Although variations in color will occur, try to match the colors as closely as possible.

The colors shown throughout this manual have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE® Color Standards. Please refer to the current edition of the Pantone color formula guide. PANTONE® is a registered trademark of Pantone, Inc.

	Pantone®	C	M	Y	K	Video			Web			
		R	G	B		R	G	B		R	G	B
Homeland Security Blue	2955 C	100	45	0	37	0	47	128		0	51	102
Homeland Security Gray	Cool Gray 6 C	0	0	0	28	176	177	179		153	153	153
Homeland Security Dark Gray	Cool Gray 11 C	0	0	0	79	54	54	54		51	51	51
Homeland Security White		0	0	0	0	255	255	255		255	255	255

Secondary or Support Palette

The other colors from the Seal — Homeland Security Red, Light Blue and Green — make up our secondary color palette, which are used to enhance our communications in backgrounds, headlines and other supporting design elements.

Homeland Security Red	187 C	0	100	79	20	165	0	33	204	0	51
Homeland Security Light Blue	307 C	100	16	0	27	0	112	178	0	102	153
Homeland Security Green	370 C	56	0	100	27	89	134	0	51	153	0

RGB and web color palette

The consistent use of The Homeland Security color palette helps ensure strong brand recognition. For uniform on-screen presentation, each color has been assigned a master RGB value to be used regardless of the screen, platform or computer application. These master RGB values have been rigorously developed and tested in numerous situations to ensure consistent color reproduction.

Do not use separate web-safe values for The Homeland Security colors. As described below, it is no longer necessary to adhere to the web-safe palette. Also, because most computer systems purchased in the past few years have the capability of displaying 16-bit color or better, this process of accommodating 8-bit viewing environments will soon become unnecessary.

	R	G	B		R	G	B	HEX
	Video				Web			
Homeland Security Blue	0	47	128		0	51	102	003366
Homeland Security Light Gray	214	215	217		204	204	204	CCCCCC
Homeland Security Gray	176	177	179		153	153	153	999999
Homeland Security Dark Gray	98	100	105		102	102	102	666666
Homeland Security Red	165	0	33		204	0	51	CC3333
Homeland Security Light Blue	0	112	178		0	102	153	006699
Homeland Security Green	89	134	0		51	153	0	669900
Homeland Security Dark Green	46	83	15		51	102	0	006600