Color Palette & Tints

The full color palette consists of a range of bright and dark colors, developed to bring the IEEE's personality to life as a vibrant and forward-thinking organization.
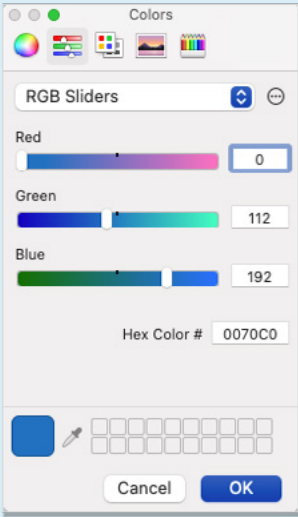
Tinted colors are allowed but should not be lower than 10%. When printing, make sure the tinted color is visible.

- To ensure legibility, always check that the background color provides sufficient contrast. **The recommended font color is indicated in the color name label and adheres to WCAG AA contrast ratio standards.**

- For web content, the [WebAIM Contrast Checker](#) is a free tool for checking color contrast.
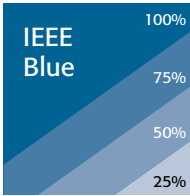
How to add these colors to the Microsoft Office Suite:

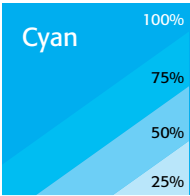1. Go to your color palette
2. Click on "**More Colors**"
3. Enter the **"HEX Color#"** OR choose "**RGB** or **CMYK Sliders**" from the dropdown menu
4. Type in the color formulas
5. Click OK

Your most recent colors will be saved and can be viewed in the "**Standard Colors**" area of your color palette.
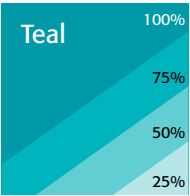
IEEE Blue
Pantone 3015C
CMYK 100, 35, 3, 21
RGB 0, 98, 155
HEX 00629B
RAL 5007

Tints HEX Code:
100% 00629B
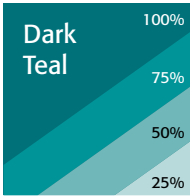**75%** 477CA7
50% 809DBD
25% BAC6D9

Cyan
Pantone Cyan
CMYK 100, 0, 0, 0
RGB 0, 181, 226
HEX 00B5E2
RAL 5024

Tints HEX Code:
100% 00B5E2
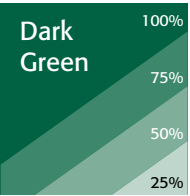**75%** 00BDF2
50% 6DCFF6
25% B9E5FA

Teal
Pantone 320C
CMYK 96, 0, 31, 2
RGB 0, 156, 166
HEX 009CA6
RAL 5018

Tints HEX Code:
100% 009CA6
75% 00B4BD
50% 62CDD2
25% B6E6E8

Dark Teal
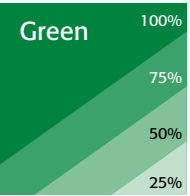**Pantone** 322C
CMYK 97, 9, 39, 34
RGB 0, 115, 119
HEX 007377
RAL 5021

Tints HEX Code:
100% 007377
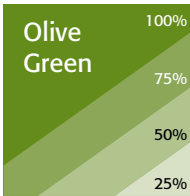**75%** 009498
50% 70B7B9
25% B9DADB

Dark Green
Pantone 3425C
CMYK 93, 13, 85, 44
RGB 0, 99, 65
HEX 006341
RAL 6016

Tints HEX Code:
100% 006341
75% 3D886D
50% 7FAE9B
25% BED6CB

Green
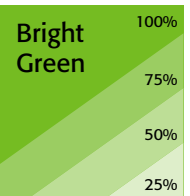**Pantone** 348C
CMYK 96, 2, 100, 12
RGB 0, 132, 61
HEX 00843D
RAL 6037

Tints HEX Code:
100% 00843D
75% 3CA26B
50% 83C19A
25% C1DFCB

Olive Green
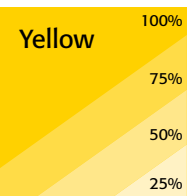**Pantone** 370C
CMYK 62, 1, 100, 25
RGB 101, 141, 27
HEX 658D1B
RAL 6018

Tints HEX Code:
100% 658D1B
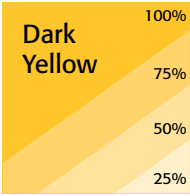**75%** 8BA757
50% B1C48E
25% D8E0C5

Bright Green
Pantone 368C
CMYK 65, 0, 100, 0
RGB 120, 190, 32
HEX 78BE20
RAL 6018

Tints HEX Code:
100% 78BE20
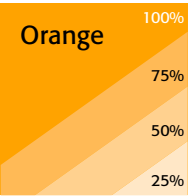**75%** 9BCD62
50% BDDE96
25% DEEECA

Yellow
Pantone 109C
CMYK 0, 9, 100, 0
RGB 255, 209, 0
HEX FFD100
RAL 1018

Tints HEX Code:
100% FFD100
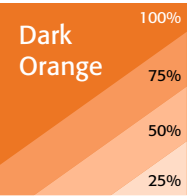**75%** FFDC47
50% FFE78A
25% FFF2C4

Dark Yellow
Pantone 123C
CMYK 0, 19, 89, 0
RGB 255, 199, 44
HEX FFC72C
RAL 1018

Tints HEX Code:
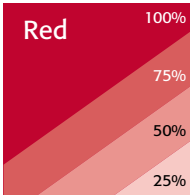**100%** FFC72C
75% FFD46A
50% FFE29C
25% FFF0CD

Orange
Pantone 137C
CMYK 0, 41, 100, 0
RGB 255, 163, 0
HEX FFA300
RAL 1003

Tints HEX Code:
100% FFA300
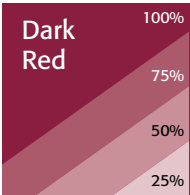**75%** FFBA56
50% FFD18F
25% FFE7C6

Dark Orange
Pantone 158C
CMYK 0, 62, 95, 0
RGB 232, 119, 34
HEX E87722
RAL 2011

Tints HEX Code:
100% E87722
75% F8985C
50% FFBA90
25% FFDCC6

Red
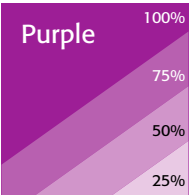**Pantone** 200C
CMYK 3, 100, 0, 12
RGB 186, 12, 47
HEX BA0C2F
RAL 3027

Tints HEX Code:
100% BA0C2F
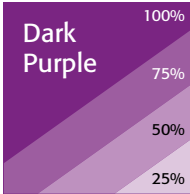**75%** D85D5D
50% EA948F
25% F7C9C5

Dark Red
Pantone 208C
CMYK 15, 100, 37, 45
RGB 134, 32, 65
HEX 861F41
RAL 4002

Tints HEX Code:
100% 861F41
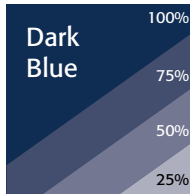**75%** AB5A6C
50% C9909A
25% E4C6CA

Purple
Pantone 254C
CMYK 48, 96, 0, 0
RGB 152, 29, 151
HEX 981D97
RAL 4006

Tints HEX Code:
100% 981D97
75% B860B0
50% D195CA
25% E9C9E4

Dark Purple
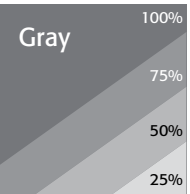**Pantone** 2612C
CMYK 67, 100, 0, 5
RGB 119, 37, 131
HEX 772583
RAL 4006

Tints HEX Code:
100% 772583
75% 9D5DA0
50% BE91BF
25% DEC7DE

Dark Blue
Pantone 295C
CMYK 100, 69, 8, 54
RGB 0, 40, 85
HEX 002855
RAL 5026

Tints HEX Code:
100% 002855
75% 434E6E
50% 737791
25% ADAEBE

Gray
Pantone Cool Gray 9C
CMYK 30, 22, 17, 57
RGB 117, 120, 123
HEX 75787B
RAL 9023

Tints HEX Code:
100% 75787B
75% 95979A
50% B7B8BA
25% DADBDC

IEEE
COLOR GUIDE

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