

PRIMARY PALETTE



PMS 187U / 1807C	CMYK = 08/100/65/24	#a41034							
		RGB = 164 / 16 / 52	PMS 7472	PMS 7417	PMS 584	PMS 143	PMS 304	Blacks & Grays	
			58 / 0 / 27 / 0	0 / 72 / 72 / 0	12 / 0 / 78 / 4	0 / 36 / 80 / 0	40 / 0 / 12 / 0	all acceptable	
			#48c4b7	#ed6a47	#ced665	#faae53	#afe6f1		
			72 / 196 / 183	237 / 106 / 71	206 / 214 / 101	250 / 174 / 83	175 / 230 / 241		

SECONDARY PALETTE



PMS 621	PMS 155	PMS 461	PMS 173	PMS 7496	PMS 634	Digital Only
20 / 0 / 13 / 0	0 / 15 / 36 / 0	3 / 3 / 40 / 0	0 / 71 / 94 / 4	40 / 2 / 96 / 40	100 / 0 / 9 / 40	N/A
#c4e4dd	#ffd5a3	#eee29f	#ce614a	#737a15	#0d667f	#3a98c7
196 / 228 / 221	255 / 213 / 163	238 / 226 / 159	206 / 97 / 74	115 / 122 / 21	13 / 102 / 127	58 / 152 / 199

WEB PALETTE



Teal (primary)	Salsa (primary)	Citrus (primary)	Green (primary)	Dark Blue (primary)	Light Blue (primary)
#48c4b7 (72 / 196 / 183)	#ed6a47 (237 / 106 / 71)	#faae53 (250 / 174 / 83)	#ced665 (206 / 214 / 101)	#3a98c7 (58 / 152 / 199)	#afe6f1 (175 / 230 / 241)
Dark Bkg / Type on White	Dark Bkg / Type on White	Dark Bkg / Type on White	Dark Bkg / Type on White	Dark Bkg / Type on White	Dark Bkg / Type on White
#2aa296 (42 / 162 / 150)	#ed6a47 (237 / 106 / 71)	#ed6a47 (237 / 106 / 71)	#8e9617 (142 / 150 / 23)	#3a98c7 (58 / 152 / 199)	#3a98c7 (58 / 152 / 199)
Type on Light Bkg	Type on Light Bkg	Type on Light Bkg	Type on Light Bkg	Type on Light Bkg	Type on Light Bkg
#00897b (0 / 137 / 123)	#e34316 (227 / 67 / 22)	#e34316 (227 / 67 / 22)	#737a15 (115 / 122 / 21)	#3684b9 (54 / 132 / 185)	#3684b9 (54 / 132 / 185)
Light Bkg	Light Bkg	Light Bkg	Light Bkg	Light Bkg	Light Bkg
#c1e7e4 (193 / 231 / 228)	#ffd5a3 (255 / 213 / 163)	#ffd5a3 (255 / 213 / 163)	#d7de82 (215 / 222 / 130)	#d2eef7 (210 / 238 / 247)	#d2eef7 (210 / 238 / 247)