MARK AND TYPOGRAPHY COLORS

CMYK/RGB/HEX COLOR FORMULAS

FOREST GREEN

C 89% M 31% Y 96% K 21%
R 9 G 113 B 61
HEX #08703C

NAVY

C 100% M 84% Y 31% K 17%
R 27 G 61 B 109
HEX #1B3D6D

CMYK (for most LASER AND DIGITAL printing uses)
Process colors are used in digital printing, (business cards, letterhead, banners, signage, etc.)

RGB/HEX (for SCREENS)
Colors for web assets. JPGs, PNGs, or GIFs, use RGB files. Hex colors are used for web or app screens.

COATED CHIPS

PMS 3425 C

PMS 654 C

UNCOATED CHIPS

PMS 3425 C

PMS 654 C

These ink colors are know as SPOT COLORS, They used for traditional printing methods by a commercial printing vendor, using ink on a substrate, matching embroidery thread color, or silkscreen ink colors.

Use the coated chip numbers for your vendors to get the closest and most consistent color match.

Uncoated swatches are used for printing on non-slick or uncoated surfaces such as envelopes, letterhead stock, or other substrates your vendor specifies.

EXTENDED PALETTE OPTIONS

DARK BLUE

C 91% M 76% Y 8% K 1%
R 50 G 82 B 152
HEX #325298

MAYFLY

C 56% M 43% Y 71% K 22%
R 107 G 110 B 82
HEX #6B6E52

CHARCOAL

C 0% M 0% Y 0% K 75%
R 99 G 100 B 102
HEX #636466

PRIMARY PALETTE

GREENERY

C 54% M 12% Y 99% K 1%
R 132 G 175 B 64
HEX #84AF40

LIGHT BLUE

C 31% M 14% Y 2% K0%
R 172 G 198 B 226
HEX #ACC6E2

SULPHUR

C 17% M 22% Y 100% K 0%
R 217 G 187 B 39
HEX #D9BB27

NIMBUS
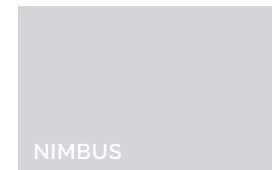
C 15% M 12% Y 9% K 0%
R 214 G 213 B 218
HEX #D6D5DA

SECONDARY PALETTE