

# COLOR PALETTE

Our color palette helps us express the story and personality of United Way. For this reason, it's important to be consistent and use only the colors that we've chosen as part of our brand.

## Primary Colors

Our primary colors are derived from the logo symbol and are blue, red and yellow. Each has four shades to provide dimension and dynamism. The preferred shade, which is used in the logo, is the larger representation.

## Secondary and Tertiary Colors

Our secondary color is green, and our tertiary colors are purple and black to round out the palette. Use the secondary and tertiary colors in supporting roles in communications, not as the main or dominant color.

## Usage

The primary colors (one, two or all three) should be applied across all communications, unless it is in black and white context. The tones can be used to apply texture and depth to the primary colors, but should not be used as a replacement. The secondary and tertiary colors may be used as accents and/or in data visualization. White is a universal color that can be applied alongside the primary, secondary, and tertiary colors to add visual clarity and contrast. Refer to the Bringing the Elements to Life section (pages 61–68) to see color in application.

Primary colors

R:0 G:68 B:181 #0044B5 C:93 M:78 Y:0 K:0 Pantone 2728 C	R:253 G:55 B:44 #FD372C C:0 M:91 Y:88 K:0 Pantone Bright Red C	R:255 G:186 B:0 #FFBA00 C:0 M:30 Y:100 K:0 Pantone 7549 C
R:33 G:41 B:107 #21296B C:100 M:97 Y:28 K:16 Pantone 3581 C	R:209 G:38 B:38 #D12626 C:12 M:100 Y:100 K:0 Pantone 1795 C	R:244 G:121 B:37 #F47925 C:0 M:65 Y:98 K:0 Pantone 6018 C
R:80 G:130 B:240 #5082F0 C:69 M:49 Y:0 K:0 Pantone 2718 C	R:255 G:128 B:108 #FF806C C:0 M:63 Y:53 K:0 Pantone 170 C	R:250 G:212 B:47 #FAD42F C:3 M:14 Y:91 K:0 Pantone 115 C
R:167 G:210 B:255 #A7D2FF C:31 M:9 Y:0 K:0 Pantone 2717 C	R:255 G:215 B:208 #FFD7D0 C:0 M:18 Y:12 K:0 Pantone 698 C	R:255 G:234 B:208 #FFEAD0 C:0 M:8 Y:18 K:0 Pantone 7401 C

Secondary color

R:0 G:148 B:100 #009464 C:85 M:18 Y:78 K:3 Pantone 340 C
R:21 G:107 B:76 #156B4C C:88 M:34 Y:80 K:24 Pantone 6160 C
R:130 G:216 B:164 #82D8A4 C:48 M:0 Y:48 K:0 Pantone 345 C
R:198 G:247 B:218 #C6F7DA C:21 M:0 Y:20 K:0 Pantone 2253 C

Tertiary colors

R:108 G:118 B:211 #6C76D3 C:63 M:56 Y:0 K:0 Pantone 2124 C	R:100 G:101 B:103 #646567 C:61 M:52 Y:50 K:20 Pantone 4195 C
R:78 G:74 B:166 #4E4AA6 C:82 M:82 Y:0 K:0 Pantone 2103 C	R:34 G:30 B:31 #221E1F C:70 M:68 Y:64 K:75 Pantone 419 C
R:142 G:151 B:239 #8E97EF C:44 M:39 Y:0 K:0 Pantone 7452 C	R:158 G:158 B:158 #9E9E9E C:0 M:0 Y:0 K:38 Pantone 4276 C
R:192 G:198 B:252 #C0C6FC C:22 M:19 Y:0 K:0 Pantone 2120 C	R:204 G:204 B:204 #CCCCCC C:0 M:0 Y:0 K:20 Pantone 2330 C

R:255 G:255 B:255 #FFFFFF	C:0 M:0 Y:0 K:0
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