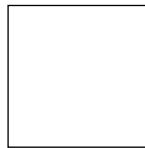


## PRIMARY



PMS 186  
CMYK: 0, 100, 81, 4



WHITE  
CMYK: 0, 0, 0, 0



BLACK  
CMYK: 0, 0, 0, 100

## SECONDARY



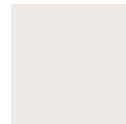
PMS 7503  
CMYK: 0, 12, 35, 25



PMS 7401  
CMYK: 0, 4, 18, 0



PMS 4545  
CMYK: 0, 3, 19, 6



WARM GREY 1  
CMYK: 0, 2, 3, 6



PMS 405  
CMYK: 0, 10, 33, 72

## SUPPORT



PMS 575  
CMYK: 48, 0, 100, 53



PMS 5275  
CMYK: 60, 47, 0, 30



PMS 653  
CMYK: 100, 62, 0, 20



PMS 723  
CMYK: 0, 43, 97, 17

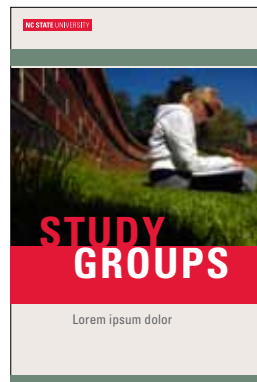


PMS 5625  
CMYK: 28, 0, 29, 48



PMS 7492  
CMYK: 12, 0, 50, 7

## COLOR PALETTE USAGE



## PRINT COLOR PALETTE

### PRIMARY COLOR PALETTE

Red, white and black comprise the primary color palette. They should be the dominant colors used when designing all print materials. Red should appear in every piece of communication that allows color. Red type, however, should not be used for long lists or lengthy copy blocks. The colors in the primary color palette should always cover more area or be used more than any other color that appears in the material. CMYK and PMS colors are provided to allow for exact matching.

### SECONDARY COLOR PALETTE

The secondary color palette includes a range of neutrals that complement the primary colors without overpowering them. In any given application, only two secondary colors should be used with the primary colors to keep the primary colors dominant. The use of too many secondary colors will dilute the power of the primary colors.

### SUPPORT COLOR PALETTE

The support color palette includes a range of colors that can add a deep, rich quality to the materials. One support color may be used with as many as two secondary colors and any or all of the primary colors. The support colors are almost like accent colors in that they should never overtake the design.