

## ► Brand Standards Checklist (cont.)

Logo is placed, ideally, only in conjunction with complementary colors provided on pages 19-20 of the Brand Standards book and shown here:

Pantone	Process	R G B	RGB Hex
Pantone 298c	C = 65 M = 3 Y = 0 K = 0	R = 65 G = 182 B = 230	#41b6e6
Pantone 2383c	C = 83 M = 43 Y = 0 K = 2	R = 39 G = 116 B = 174	#2774ae
Pantone 526c	C = 66 M = 100 Y = 0 K = 0	R = 112 G = 47 B = 138	#702f8a
Pantone 1365c	C = 0 M = 28 Y = 79 K = 0	R = 255 G = 181 B = 73	#ffb549
Pantone 1788c	C = 0 M = 93 Y = 82 K = 0	R = 238 G = 39 B = 55	#ee2737
Pantone 1797c	C = 0 M = 92 Y = 72 K = 6	R = 203 G = 51 B = 59	#cb333b
Pantone 7737c	C = 58 M = 1 Y = 93 K = 10	R = 107 G = 165 B = 57	#6ba539
Pantone 2118c	C = 97 M = 93 Y = 0 K = 11	R = 52 G = 53 B = 121	#343579
Pantone 656c	C = 10 M = 2 Y = 0 K = 0	R = 221 G = 229 B = 237	#dde5ed
Pantone 7485c	C = 13 M = 0 Y = 25 K = 0	R = 222 G = 237 B = 203	#deedcb

Pantone	Process	R G B	RGB Hex
Pantone Black 6c	C = 100 M = 61 Y = 32 K = 96	R = 16 G = 24 B = 32	101820
Pantone Cool Gray 1c	C = 10 M = 7 Y = 5 K = 0	R = 217 G = 217 B = 214	#d9d9d6
Pantone 7401c	C = 0 M = 12 Y = 39 K = 0	R = 255 G = 224 B = 166	#ffe0a6
PMS 665c	C = 19 M = 22 Y = 0 K = 0	R = 198 G = 188 B = 208	#c6bcd0