

Color Formats

CMYK - Also known as "4-color-process". Cyan, Magenta, Yellow, and Black inks are used to create rich and accurate physical prints. Commonly used in the majority of high-end and corporate/office printers.

Pantone™ - Known for making a vast range of perfect-match inks used by professional print shops. Most employees will not have a use for this format as it is expensive and used only when brand colors MUST be 100% accurate. All print shops will primarily print CMYK unless Pantone™ is explicitly requested. The CMYK values reflected have been calibrated using the Pantone™ Color Bridge System (Coated Processed) to insure the highest consistency of colors.

RGB - Red, Green, and Blue light is used in digital applications to create a color value. Use this formula when expressing colors digitally.

HEX - A digital conversion that is used in web formats. Use this formula in web-based programs. Note: Hex and RGB are interchangeable for digital use 99.9% of the time.



Pantone 661C
RGB 0 53 148
HEX/HTML 003594
CMYK 100 81 0 13

Pantone 660C
RGB 64 126 201
HEX/HTML 407EC9
CMYK 74 44 0 0

Pantone 658C
RGB 177 201 232
HEX/HTML B1C9E8
CMYK 29 11 0 0



Pantone 328C
RGB 0 115 103
HEX/HTML 007367
CMYK 100 0 56 30

Pantone 325C
RGB 100 204 201
HEX/HTML 64CCC9
CMYK 54 0 20 0

Pantone 317C
RGB 177 228 227
HEX/HTML B1E4E3
CMYK 26 0 6 0



Pantone 3547C
RGB 197 144 20
HEX/HTML C59014
CMYK 0 34 100 18

Pantone 1345C
RGB 253 208 134
HEX/HTML FDD086
CMYK 0 13 50 0

Pantone 7401C
RGB 245 225 164
HEX/HTML F5E1A4
CMYK 0 4 38 0



Pantone 7435C
RGB 135 38 81
HEX/HTML 872651
CMYK 14 97 13 38

Pantone 7433C
RGB 167 58 100
HEX/HTML A73A64
CMYK 12 88 18 18

Pantone 7431C
RGB 201 128 158
HEX/HTML C9809E
CMYK 11 56 6 2