









# Brand Colors Chart

To apply our brand colors consistently across all mediums, the following chart is a good reference. In general, Pantone and CMYK colors would be used for print communications, while RGB and Hex colors would be used for digital pieces.



Color Swatch	Color Name	Pantone®	CMYK	RGB	Hex
	Dark Blue	281	100-90-31-35	0-32-92	00205c
	Dark Red	676	32-100-47-17	154-0-79	9a004f
	Light Red	1925	3-100-62-0	231-0-76	e7004c
	Light Blue	3115	75-0-17-0	0-190-214	00bed6
	Dark Gold	466	22-31-59-0	200-169-119	c8a977
	Light Gold	468	13-18-39-0	221-201-163	ddc9a3
	White	--	0-0-0-0	255-255-255	ffffff
	Black	--	20-20-20-100	0-0-0	000000