



Color Palette Reference Guide



PMS: 187
HEX: #AD122A
CMYK: 7 100 82 26
RGB: 173 18 42

UNMC RED



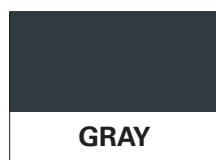
PMS: NONE
HEX: #000000
CMYK: 0 0 0 100
RGB: 0 0 0

BLACK



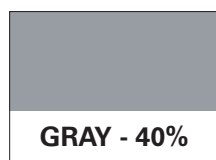
PMS: BLACK 6
HEX: #000000
CMYK: 30 30 30 100
RGB: 0 0 0

RICH BLACK



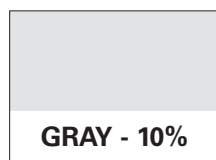
PMS: 425
HEX: #303B41
CMYK: 48 29 26 76
RGB: 48 59 65

GRAY



PMS: 425 40%
HEX: #989EA4
CMYK: 19 12 10 30
RGB: 152 158 164

GRAY - 40%



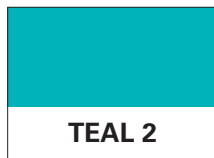
PMS: 425 10%
HEX: #DCDDDF
CMYK: 5 3 3 8
RGB: 220 221 223

GRAY - 10%



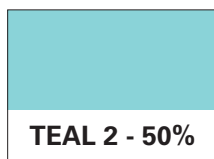
TEAL 1

PMS: 7715
HEX: #005E63
CMYK: 97 0 35 57
RGB: 0 94 99



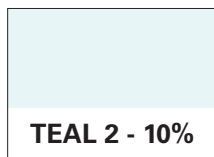
TEAL 2

PMS: 7466
HEX: #00B2B9
CMYK: 86 0 32 0
RGB: 0 178 185



TEAL 2 - 50%

PMS: 7466 50%
HEX: #8BD3D8
CMYK: 43 0 16 0
RGB: 139 211 216



TEAL 2 - 10%

PMS: 7466 10%
HEX: #DAEFF0
CMYK: 13 0 5 0
RGB: 218 239 240



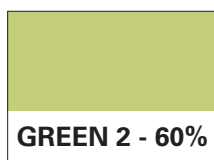
GREEN 1

PMS: 7750
HEX: #656515
CMYK: 25 15 94 58
RGB: 101 101 21



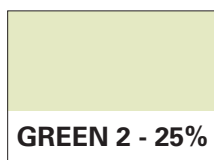
GREEN 2

PMS: 383
HEX: #A1B426
CMYK: 29 1 100 18
RGB: 161 180 38



GREEN 2 - 60%

PMS: 383 60%
HEX: #C2CB7A
CMYK: 17 1 60 11
RGB: 194 203 122



GREEN 2 - 25%

PMS: 383 25%
HEX: #E0E6C1
CMYK: 7 0 25 5
RGB: 224 230 193



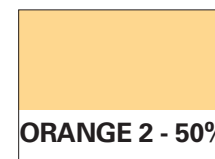
ORANGE 1

PMS: 7579
HEX: #F26721
CMYK: 0 74 100 0
RGB: 242 103 33



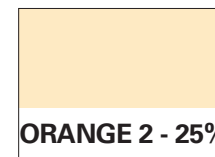
ORANGE 2

PMS: 7409
HEX: #FCB614
CMYK: 0 31 100 0
RGB: 252 182 20



ORANGE 2 - 50%

PMS: 7409 50%
HEX: #FFD68E
CMYK: 0 16 50 0
RGB: 255 214 142



ORANGE 2 - 25%

PMS: 7409 25%
HEX: #FFE8C3
CMYK: 0 8 25 0
RGB: 255 232 195



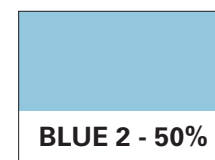
BLUE 1

PMS: 648
HEX: #002957
CMYK: 100 71 9 56
RGB: 0 41 87



BLUE 2

PMS: 7459
HEX: #129DBF
CMYK: 72 9 9 13
RGB: 18 157 191



BLUE 2 - 50%

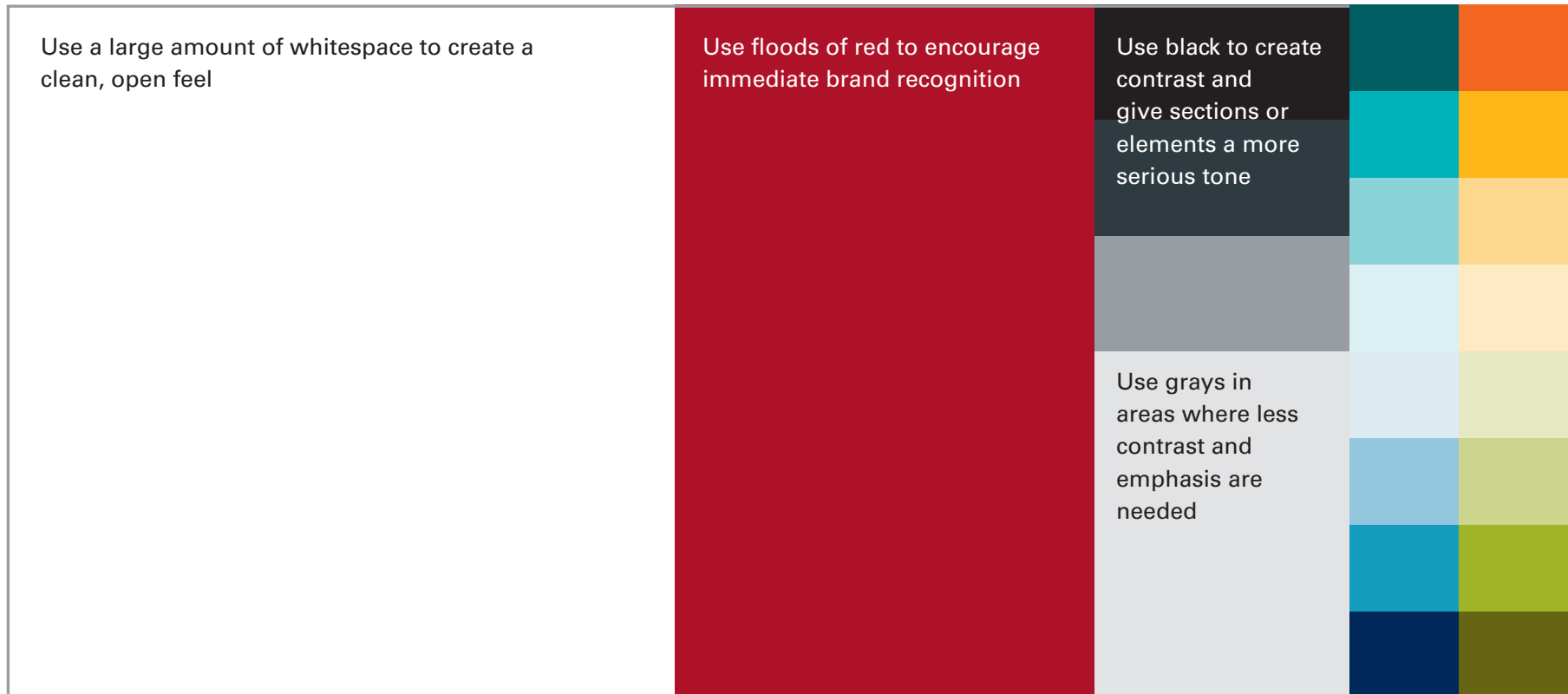
PMS: 7459 50%
HEX: #93C2D7
CMYK: 36 5 5 7
RGB: 147 194 215



BLUE 2 - 15%

PMS: 7459 15%
HEX: #D9E8F1
CMYK: 11 1 1 2
RGB: 217 232 241

Color Balance



Use color to create emphasis and differentiation among sections and parts of a series

Need design assistance?

Contact Strategic Communications with any branding questions.
strategic-comms@unmc.edu

Contact Printing Services for affordable design work and printing.
print4u@unmc.edu