VIPA

COLOR PALETTE

Primary

PANTONE® 143 C

RGB	241 180 52
HEX/HTML	F1B434
CMYK	0 32 87 0

- Pure black & pure white are always able to be used as primary colors.
- Primary color is used for logo, incorporated in branded materials, etc.

Accent

PANTONE® 2602 C

RGB	135 24 157
HEX/HTML	87189D
CMYK	65 100 0 0

- Accent color is to be used for any design elements needing a "pop" or a contrast.
- I.e. website buttons, links, icons, symbols, etc.

Secondary

- Used to complement the primary color, in branded graphics, design elements, background colors, etc.
- Tone of color can be lightened to create more depth for designs, as shown in the tints below.

PANTONE® 586 C

RGB	224 226 124
HEX/HTML	E0E27C
CMYK	10 0 59 0

#E0E27C
#E3E489
#E6E796
#E9EAA3
#ECEDB0
#EFF0BD
#F2F3CA
#F5F6D7
#F8F9E4
#FBFCF1
#FFFFFF

PANTONE® 3248 C

RGB	109 205 184
HEX/HTML	6DCDB8
CMYK	48 0 22 0

#6DCDB8
#7BD2BF
#8AD7C6
#98DCCD
#A7E1D4
#B6E6DB
#C4EBE2
#D3F0E9
#E1F5F0
#F0FAF7
#FFFFFF

PANTONE® 7466 C

RGB	0 176 185
HEX/HTML	00B0B9
CMYK	86 0 32 0

#00B0B9
#19B7C0
#33BFC7
#4CC7CE
#66CFD5
#7FD7DC
#99DFE3
#B2E7EA
#CCEFF1
#E5F7F8
#FFFFFF

PANTONE® 10360 C

RGB	151 123 89
HEX/HTML	977B59

#977B59
#A18869
#AB957A
#B6A28A
#C0AF9B
#CBBDAC
#D5CABC
#DFD7CD
#EAE4DD
#F4F1EE
#FFFFFF

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