

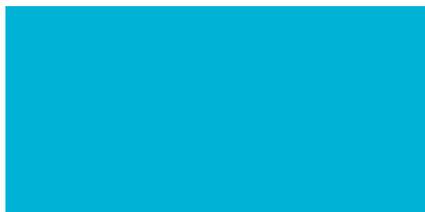
Applying color is one of the most powerful methods of creating appeal and brand recognition.

Primary color palette

PRIMARY COLOR PALETTE



Dark blue
CMYK
C: 86 M: 33 Y: 8 K: 0
RGB
R: 0 G: 138 B: 192
Hex
008AC0



Light blue
CMYK
C: 85 M: 1 Y: 14 K: 0
RGB
R: 0 G: 178 B: 213
Hex
00B2D5



Gray
CMYK
C: 0 M: 0 Y: 0 K: 77
RGB
R: 95 G: 96 B: 98
Hex
5F6062



Green
CMYK
C: 22 M: 1 Y: 75 K: 13
RGB
R: 162 G: 180 B: 39
Hex
DBE06B or D1DA88 for a lighter version



Darker blue for web
CMYK
C: 87 M: 59 Y: 8 K: 0
RGB
R: 42 G: 106 B: 169
Hex
2A6AA9

To promote the City's brand, use the four colors (dark blue, light blue, gray and green) provided as the predominant colors along with the grays on page 11.

The darker blue for Web should be used for Web-based projects.

If the green is used in a large area change the percentage to 70%.

Accent colors can be found on page 13.

For more information, contact Communications. This manual is available online at citytalk/communications/resources.

To promote the City's brand, the City colors should be used in all materials from the City.

Secondary color palette

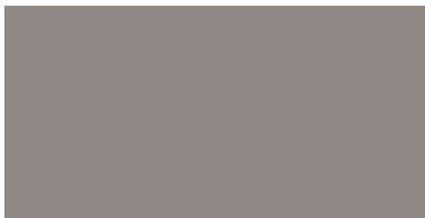
ACCENT COLORS - GRAYS



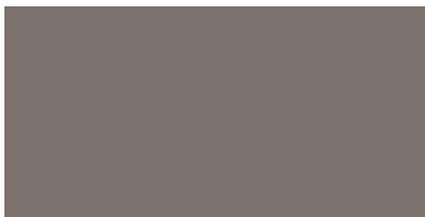
CMYK
C:6 M:7 Y:10 K:11
RGB
R:213 G:208 B:202
Hex
D5D0CA



CMYK
C:11 M:13 Y:15 K:27
RGB
R:173 G:167 B:163
Hex
ADA7A3



CMYK
C:14 M:19 Y:21 K:39
RGB
R:146 G:136 B:132
Hex
928884



CMYK
C:17 M:24 Y:25 K:49
RGB
R:125 G:113 B:109
Hex
7D716D

The gray colors may be used for backgrounds, shadows or bars. These complement the primary City color palette.

For more information, contact Communications. This manual is available online at citytalk/communications/resources.

Color choices are critical to the branding of the City enterprise and it's important to use the standard color palette consistently. It's not enough to use a color simply because we like it.

Accent colors

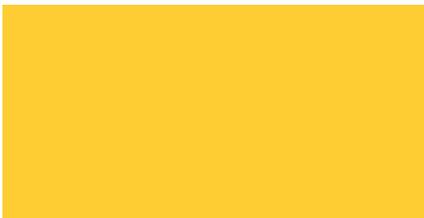
ACCENT COLORS



Orange
CMYK
C: 0 M: 58 Y: 95 K: 0
RGB
R: 246 G: 134 B: 40
Hex
F68628



Purple
CMYK
C: 70 M: 77 Y: 7 K: 23
RGB
R: 85 G: 67 B: 126
Hex
55437E



Yellow
CMYK
C: 0 M: 19 Y: 89 K: 0
RGB
R: 255 G: 206 B: 52
Hex
FFCE34



Red - for emergency communications only
CMYK
C: 2 M: 100 Y: 81 K: 4
RGB
R: 227 G: 24 B: 55
Hex
C9203A

The overall color for any piece should be from the primary color palette of dark blue, light blue, green and gray.

Accent colors should be used to enhance, *but not replace*, the City's primary color palette. Use accent colors for bullets, lines, typographic callouts or to make something stand out.

Use red only for emergency information. An example of this would be Snow Emergency.

For more information, contact Communications.
This manual is available online at citytalk/communications/resources.