

GRAYCOR

Color

How to evoke emotion, express personality and provide brand recognition without saying a word.

Color sends an immediate, visceral message about our brand. It is often the preliminary distinguisher between brands. Choosing color requires a clear vision of how the brand needs to be perceived and differentiated across a broad range of media and over time. Some colors are used to unify identity. Other colors may be used functionally to clarify brand architecture through differentiating products or business lines, and to support a broad range of communication needs.

The color strategy for Graycor defines a palette consisting of two groups: primary and secondary colors. Primary colors borrow two from the existing Graycor palette — Black and PMS 423 — and include new color PMS 7409. These three colors will be the core palette used for Graycor corporate. They may also be used by the sub-brands as an accent palette. Secondary colors are PMS 7453, PMS 1595, PMS 187 and PMS 377. Each of these colors are assigned to represent a specific sub-brand and distinguish its communications within that of the larger family.

Overall, this palette was selected for its strong, confident tones and for its unique combinations. New colors are contemporary, energetic and evenly balanced by the strong neutrals of the original Graycor palette.

Primary Color



Black
C=75 M=68 Y=67 K=90
R=0 G=0 B=0

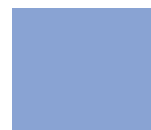


PMS 423
C=41 M=32 Y=32 K=0
R=158 G=160 B=162



Graycor Companies
PMS 7409
C=0 M=30 Y=95 K=0
R=253 G=185 B=36

Primary Colors



Graycor Industrial Constructors
PMS 7453
C=50 M=26 Y=0 K=0
R=126 G=166 B=215



Graycor Southern Inc.
PMS 534 C
C: 68 M: 50 Y: 0 K: 56
R: 35 G: 55 B: 111



Graycor Construction Company
PMS 377
C=45 M=0 Y=100 K=24
R=120 G=162 B=47



Graycor International
PMS 1595
C=0 M=59 Y=100 K=5
R=232 G=125 B=30