

ACT Visual Identity: Color Palette

RGB and hex codes are used for digital pieces only, CMYK percentages are used for print pieces only. Shades and tints of colors are to be used with gradient effect if primary or secondary color is in use, but not to be used otherwise.

PRIMARY COLORS

DARK SPRING GREEN	LIGHT MOSS GREEN
RGB: R=21 G=115 B=70	RGB: R=177 G=213 B=119
Hex: #157346	Hex: #b1d577
CMYK: C=73% M=0% Y=70% K=0%	CMYK: C=34% M=0% Y=70% K=0%
#0e5030 #5b9d7d	#7b9553 #c8e19f

SECONDARY COLORS

MIDDLE BLUE
RGB: R=112 G=205 B=226
Hex: #70cde1
CMYK: C=75% M=0% Y=24% K=0%
#4f8e9c #9cdae9

LIGHT STEEL BLUE
RGB: R=169 G=197 B=217
Hex: #a8c5d8
CMYK: C=33% M=8% Y=13% K=0%
#768998 #c2d6e4

MIDNIGHT BLUE
RGB: R=20 G=43 B=82
Hex: #142a51
CMYK: C=100% M=83% Y=27% K=16%
#001c39 #4c6985

SUNSET ORANGE
RGB: R=239 G=62 B=44
Hex: #ee3e2b
CMYK: C=0% M=78% Y=74% K=0%
#a72b22 #f3776a

DEEP PURPLE
RGB: R=115 G=22 B=66
Hex: #721641
CMYK: C=42% M=83% Y=39% K=14%
#4f0f2d #9c5b7a

SUNNY YELLOW
RGB: R=233 G=234 B=115
Hex: #e8e973
CMYK: C=10% M=0% Y=57% K=0%
#a3a458 #f0f1a5