

# Renaissance® color palette

Color is the very first perception customers will have of our brand, and along with that comes a whole host of emotional associations such as hope for a brighter future.

For all applications, always use the specifications noted below for CMYK, RGB, or Hex color codes. These formulas have been customized for each color space. DO NOT convert from CMYK or Pantone to make the other color formats. For the Renaissance gradation, the only approved colors are PMS 2945 to PMS 368 to match the Renaissance logo.

PMS 2945 C				PMS 368 C			
RENAISSANCE DARK BLUE  <b>PMS 2945 C</b> C: 100 M: 53 Y: 2 K: 16 R: 0 G: 87 B: 147 <b>#005793</b>				RENAISSANCE MEDIUM BLUE  <b>PMS 2995 C</b> C: 83 M: 1 Y: 0 K: 0 R: 52 G: 172 B: 232 <b>#34ACE8</b>			
80% #2773AC	60% #608CBD	40% #8EA9CF	20% #C0CDE4	80% #17C1F2	60% #6FCDF5	40% #A2DCF8	20% #D0ECFB
RENAISSANCE DARK GREEN  <b>PMS 349 C</b> C: 90 M: 12 Y: 95 K: 40 R: 51 G: 96 B: 43 <b>#33602B</b>				RENAISSANCE MEDIUM GREEN  <b>PMS 368 C</b> C: 65 M: 0 Y: 100 K: 0 R: 120 G: 196 B: 42 <b>#78C42A</b>			
80% #317E4F	60% #629671	40% #8FB196	20% #C1D3C4	80% #83C665	60% #A2D28A	40% #C0DFAE	20% #DEEED4
RENAISSANCE ORANGE  <b>PMS 151 C</b> C: 0 M: 60 Y: 100 K: 0 R: 255 G: 131 B: 0 <b>#FF8300</b>				RENAISSANCE YELLOW  <b>PMS 108 C</b> C: 0 M: 5 Y: 98 K: 0 R: 255 G: 227 B: 0 <b>#FFE300</b>			
80% #F89848	60% #FAB072	40% #FDC99B	20% #FEE2C8	80% #FFEA54	60% #FFEE85	40% #FFF3AD	20% #FFF8D4
RENAISSANCE BLACK  <b>Black</b> C: 0 M: 0 Y: 0 K: 100 R: 0 G: 0 B: 0 <b>#000000</b>				RENAISSANCE GRAY  <b>PMS Cool Gray 1 C</b> C: 4 M: 2 Y: 4 K: 8 R: 243 G: 245 B: 247 <b>#F3F5F7</b>			
80% #58595B	60% #808285	40% #A7A9AC	20% #D1D3D4	80% #E2E3E4	60% #E9E9EA	40% #EFF0F0	20% #F5F6F6
				RENAISSANCE MAGENTA  <b>PMS Rhodamine Red C</b> C: 9 M: 87 Y: 0 K: 0 R: 236 G: 0 B: 140 <b>#EC008C</b>			
				80% #E071AC	60% #E592BE	40% #ECB4DC	20% #F4D8E8
				RENAISSANCE WEB GRAY  <b>For Web Use Only</b> <b>#FCFCFC</b> <b>#F3F5F7</b> <b>#545454</b>			