

CMYK, RGB, and Hexadecimal Color Palette

Our chosen color palette for use in online and in print.

gold	C05 M25 Y91 K0 R242 G190 B55 Hexadecimal F2BE37	cyan	C71 M17 Y0 K0 R0 G168 B233 Hexadecimal 00A8E9	purple	C40 M70 Y0 K0 R165 G100 B189 Hexadecimal A564BD	dark grey	C86 M65 Y56 K54 R28 G51 B61 Hexadecimal 1c333c
orange/red	C0 M84 Y75 K0 R241 G79 B70 Hexadecimal F14F46	pink	C0 M88 Y21 K0 R245 G68 B129 Hexadecimal F54481	orange	C02 M53 Y100 K0 R241 G141 B30 Hexadecimal F18D1E	green	C53 M02 Y100 K0 R134 G192 B63 Hexadecimal 86C03F

PMS Color Palette for Imprint Printing

Imprint Logos will need PMS colors for the vendor to match.

Selections can be limited which is why the colors are more primary than the ideal colors that are used in our web and print palette.



BULLIS
charter school



BULLIS charter school

orange	PMS 1495	red	PMS 185	green	PMS 7481	purple	PMS purple c
cyan	PMS 2995	gold	PMS 7406	dark grey	PMS 7540	light grey	PMS 430

Our Color Palette

Similar to our school name and icon, the color palette provides a powerful means of visual recognition. Summit Public Schools has carefully chosen its color palette to convey energy and to promote brand recognition.

CMYK colors should be used when creating pieces that are intended to be printed professionally (offset) in 4-color or printing internally on a color printer.

RGB colors should be used for html emails, powerpoints and multimedia use that is solely for online purposes.

Hexadecimal colors should be used for websites and situations where html code colors are needed

PMS Spot colors are used for imprint printing. This palette is more primary due to the fact that vendors often have a more primary or limited color supply. These PMS colors may at times have to be used as guidelines. For example: A vendor may only have an option of 2 or 3 red colors, so this PMS will guide them to the closest match.