

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	LIGHT STEEL BLUE	MIDNIGHT BLUE
RGB: R=112 G=205 B=226	RGB: R=169 G=197 B=217	RGB: R=20 G=43 B=82
Hex: #70cde1	Hex: #a8c5d8	Hex: #142a51
CMYK: C=75% M=0% Y=24% K=0%	CMYK: C=33% M=8% Y=13% K=0%	CMYK: C=100% M=83% Y=27% K=16%
#4f8e9c #9cdae9	#768998 #c2d6e4	#001c39 #4c6985
SUNSET ORANGE	DEEP PURPLE	SUNNY YELLOW
RGB: R=239 G=62 B=44	RGB: R=115 G=22 B=66	RGB: R=233 G=234 B=115
Hex: #ee3e2b	Hex: #721641	Hex: #e8e973
CMYK: C=0% M=78% Y=74% K=0%	CMYK: C=42% M=83% Y=39% K=14%	CMYK: C=10% M=0% Y=57% K=0%
#a72b22 #f3776a	#4f0f2d #9c5b7a	#a3a458 #f0f1a5