

## Creating a logo - Colors

When picking colors for your logo, stay within the color palette provided for both print and digital environments. Use of colors outside the approved palette may not be complementary to the established Northwestern Mutual colors and can undermine the DBA and Northwestern Mutual relationship.

Use our dark blue as the primary color of your logo. If accent colors are desired, choose from either the secondary or tertiary color options provided.

Print applications use Pantone spot and Pantone® Color Bridge process (CMYK) specifications. This includes traditional lithography, digital presses and some large-format applications. There are four distinct print specifications for the Northwestern Mutual color palette: spot colors for coated and uncoated stock, and process colors for coated and uncoated stock.

RGB values are for applications such as those found in the Microsoft Office suite. Some large-format applications and vendors also require RGB colors. These may include billboards, backlit posters and digital photographic processes. HEX values are used exclusively when preparing content for web-based, smartphone and tablet applications.

**Note:** Due to a limitation with Adobe Swatch Exchange (ASE) files, the 50% spot color tint of Northwestern Mutual blue (at right) will not appear in InDesign and Photoshop when loaded. Creative Suite users need to be aware of this and add it to their swatch palette when loading the coated or uncoated spot color ASE files. (This is not an issue with Illustrator, nor is it an issue with the process color and RGB ASE files.)

### Primary

RGB r14 g73 b123 HEX 0E487B Coated Pantone 294 C c100 m77 y27 k11 Uncoated Pantone 294 U c100 m53 y2 k21	RGB r74 g74 b74 HEX 4A4A4A 80% Black
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### Secondary

RGB r235 g164 b28 HEX FF81C Coated Pantone 1235 C/CP c0 m31 y98 k0 Uncoated Pantone 1235 UP c0 m25 y100 k0	RGB r131 g212 b241 HEX 83D4F1 c44 m0 y8 k0
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RGB r136 g139 b141 HEX 888B8D Coated Cool Gray 8 CP c23 m16 y13 k46 Uncoated Cool Gray 8 UP c20 m11 y12 k32	RGB r158 g162 b162 HEX 9E9A92 Coated Pantone 422 CP c19 m12 y13 k34 Uncoated Pantone 422 UP c12 m5 y6 k28
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### Tertiary

RGB r243 g111 b53 HEX F38F35 c0 m71 y87 k0	RGB r36 g160 b151 HEX 24A097 c78 m16 y46 k0
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RGB r171 g216 b100 HEX ABD864 c37 m0 y76 k0	
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