

# United Way Color Palette

The United Way color palette is comprised of colors used in the United Way landmark. On this page you will find specifications for reproducing the United Way colors in a variety of ways. The colors shown are not direct conversions, but rather carefully selected formulas to ensure the best and most accurate color representation for that format/use. Color Palette PDF

<p><b>DARK BLUE</b></p> <p>Pantone 287 C C: 100 M: 74 Y: 0 K: 0 R: 0 G: 81 B: 145 HEX: #005191</p>	<p><b>LIGHT BLUE</b></p> <p>Pantone 659 C or 287 C at 52% C: 55 M: 40 Y: 0 K: 0 R: 83 G: 158 B: 208 HEX: #539ED0</p>	<p><b>YELLOW</b></p> <p>Pantone 143 C C: 0 M: 34 Y: 86 K: 0 R: 255 G: 179 B: 81 HEX: #FFB351</p>
<p><b>RED</b></p> <p>Pantone 179 C C: 0 M: 85 Y: 89 K: 0 R: 255 G: 68 B: 59 HEX: #FF443B</p>	<p><b>ORANGE</b></p> <p>Pantone 152 C C: 0 M: 60 Y: 100 K: 0 R: 245 G: 120 B: 20 HEX: #F57814</p>	<p><b>GREEN</b></p> <p>C: 62 M: 11 Y: 98 K: 1 R: 112 G: 173 B: 71 HEX: #70AD47</p>
<p><b>PURPLE</b></p> <p>C: 78 M: 75 Y: 21 K: 6 R: 82 G: 82 B: 134 HEX: #525286</p>	<p><b>Black 70%</b></p> <p>C: 0 M: 0 Y: 0 K: 70 R: 79 G: 79 B: 79 HEX: #545454</p>	<p><b>Black 30%</b></p> <p>C: 0 M: 0 Y: 0 K: 30 R: 179 G: 179 B: 179 HEX: #CCCCCC</p>