

Color

Overview

Our color palette is bold and distinctive. It relies primarily on our heritage colors of blue and pink, along with generous white space. Secondary colors are used for deeper levels of content in layouts and for breaking up headlines. By leaning on our heritage colors and plenty of white space, we create a modern look that still connects with our tradition.

For print materials, ideally, the printer should be able to match the spot PMS color. Otherwise, when designing for digital or offset printing, use the CMYK formulas provided below.

PRIMARY

DG Navy PANTONE 281 CP C100 M85 Y5 K36 R0 G32 B91 HEX 00205B	DG Pink PANTONE 1767CP C0 M31 Y8 K0 R250 G187 B203 HEX FABBCB	Paper White C0 M0 Y0 K0 R255 G255 B255 HEX FFFFFFFF
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SECONDARY

Blues		Pinks		Neutrals
Loyal Blue C98 M74 Y2 K0 R0 G86 B163 HEX 0056A3	Legacy Blue C79 M31 Y24 K1 R43 G141 B170 HEX 2B8DAA	Hope Rose C38 M82 Y42 K13 R149 G71 B100 HEX 954764	Promise Pink C0 M22 Y20 K0 R252 G207 B191 HEX FCCFBF	Cable Bronze C27 M42 Y78 K4 R184 G143 B82 HEX B88F52
Do Good Green C75 M39 Y62 K21 R67 G110 B96 HEX 436E60	Splash Blue C53 M32 Y0 K0 R121 G155 B208 HEX 799BD0	Dusty Rose C7 M46 Y34 K0 R230 G155 B147 HEX E69B93	Timeless Pink C0 M12 Y8 K0 R253 G228 B223 HEX FDE4DF	Anchor Bronze C14 M31 Y62 K0 R220 G176 B115 HEX DCB073
Grecian Teal C89 M46 Y32 K7 R10 G113 B141 HEX 0A718D	Cerulean Sea C36 M15 Y0 K0 R158 G192 B230 HEX 9EC0E6	Progress Pink C0 M50 Y18 K0 R245 G152 B166 HEX F598A6		Black C0 M0 Y0 K100
				40% Tint Black
				20% Tint Black