SIOR Brand Color Palette At-a-Glance

Primary

CMYK 83, 73, 46, 41	CMYK 75, 60, 40, 20	CMYK 15, 7, 3, 0
RGB 48, 56, 77	RGB 74, 89, 110	RGB 212, 224, 235
HEX #30384D	HEX #4B596D	HEX #D5E0EA
PMS (Coated): 432C	PMS (Coated): 7545C	PMS (Coated): 649C
PMS (Uncoated): 7463U	PMS (Uncoated): 7694U	PMS (Uncoated): 650U

Secondary

CMYK 85, 75, 55, 70	CMYK 51, 31, 30, 1	CMYK 27, 14, 12, 0	CMYK 11, 4, 2, 0	CMYK 6, 2, 1, 0
RGB 21, 27, 40	RGB 134, 156, 165	RGB 185, 201, 211	RGB 222, 232, 242	RGB 235, 242, 247
HEX #141A28	HEX #869CA4	HEX #B9C9D3	HEX #DEE8F1	HEX #ECF2F7
PMS (Coated): 7547C	PMS (Coated): 443C	PMS (Coated): 5445C	PMS (Coated): 656C	PMS (Coated): 649C
PMS (Uncoated): 5395U	PMS (Uncoated): 443U	PMS (Uncoated): 537U	PMS (Uncoated): 656U	PMS (Uncoated): 649U
CMYK 87, 65, 13, 1	CMYK 77, 49, 1, 0	CMYK 60, 29, 0, 0	CMYK 44, 11, 0, 0	CMYK 28, 7, 0, 0
RGB 51, 97, 156	RGB 66, 120, 186	RGB 100, 156, 212	RGB 130, 196, 247	RGB 173, 214, 255
HEX #33619C	HEX #4379BA	HEX #649CD3	HEX #88C2E9	HEX #B2D4F0
PMS (Coated): 7684C	PMS (Coated): 660C	PMS (Coated): 284C	PMS (Coated): 2905C	PMS (Coated): 277C
PMS (Uncoated): 287U	PMS (Uncoated): 285U	PMS (Uncoated): 292U	PMS (Uncoated): 2905U	PMS (Uncoated): 658U

Tertiary

CMYK 39, 0, 26, 0	CMYK 10, 8, 33, 0	CMYK 18, 19, 2, 0
RGB 153, 217, 201	RGB 229, 222, 181	RGB 204, 199, 224
HEX #9AD5C7	HEX #E5DEB5	HEX #CCC7DF
PMS (Coated): 565C	PMS (Coated): 7506C	PMS (Coated): 524C
PMS (Uncoated): 565U	PMS (Uncoated): 7500U	PMS (Uncoated): 7450U
CMYK 83, 33, 67, 17	CMYK 10, 19, 71, 0	CMYK 88, 94, 0, 0
RGB 41, 117, 97	RGB 232, 199, 102	RGB 71, 54, 150
HEX #297561	HEX #E8C666	HEX #473996
PMS (Coated): 555C	PMS (Coated): 459C	PMS (Coated): 7672C
PMS (Uncoated): 341U	PMS (Uncoated): 610U	PMS (Uncoated): Dark Blue U