COLOR PALETTE

United Way Color Palette

The United Way color palette is comprised of colors used in the United Way brandmark. 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.

Pantone 287 C
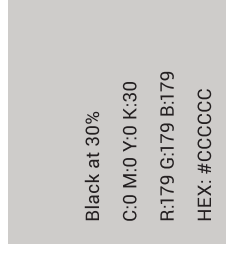C:100 M:74 Y:0 K:0
R:0 G:81 B:145
HEX: #005191

Pantone 659 C
or 287C at 52%
C:55 M:40 Y:0 K:0
R:83 G:158 B:208
HEX: #539ED0

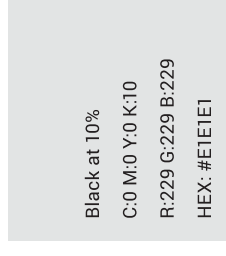Pantone 143 C
C:0 M:34 Y:86 K:0
R:255 G:179 B:81
HEX: #FFB351

Pantone 179 C
C:0 M:85 Y:89 K:0
R:255 G:68 B:59
HEX: #FF443B

Grayscale

Grayscale should be used sparingly and in support of the primary color palette. In event that contrast is an issue, additional shades of gray may be used.

Black at 70%
C:0 M:0 Y:0 K:70
R:79 G:79 B:79
HEX: #545454

Black at 30%
C:0 M:0 Y:0 K:30
R:179 G:179 B:179
HEX: #CCCCCC

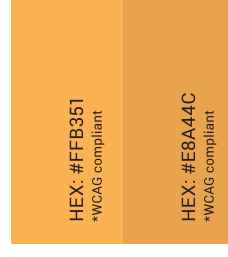Black at 10%
C:0 M:0 Y:0 K:10
R:229 G:229 B:229
HEX: #E1E1E1

Black at 2%
C:0 M:0 Y:0 K:2
R:250 G:250 B:250
HEX: #F7F7F7

Digital Accent Colors

These colors are best used to indicate state changes in web applications such as a hover state on buttons. See pages 55 & 56 for reference.

HEX: #005191
*WCAG compliant

HEX: #07477A
*WCAG compliant

HEX: #FFB351
*WCAG compliant

HEX: #E8A44C
*WCAG compliant

HEX: #FF443B
*WCAG compliant

HEX: #D33D35
*WCAG compliant

HEX: #F57814
*WCAG compliant

HEX: #F26527
*WCAG compliant

* WCAG are web content accessability guidelines which are recommendations for making web content more accessible for people with disabilities.