

Corporate Colors







CORPORATE COLOR GUIDELINES

The approved corporate colors for GMHC are:

- PMS 187 Red
- PMS 302 Blue
- PMS 717 Orange
- PMS 370 Green

These colors are based on the Pantone® Matching System (PMS).

			
PMS 187 C	PMS 302 C	PMS 717 C	PMS 370 C
CMYK Equivalent:	CMYK Equivalent:	CMYK Equivalent:	CMYK Equivalent:
C: 5 M: 100 Y: 71 K: 22	C: 100 M: 43 Y: 12 K: 56	C: 0 M: 60 Y: 100 K: 3	C: 64 M: 5 Y: 100 K: 24
RGB Equivalent:	RGB Equivalent:	RGB Equivalent:	RGB Equivalent:
R: 167 G: 25 B: 48	R: 0 G: 65 B: 101	R: 217 G: 94 B: 0	R: 91 G: 143 B: 34
Hexadecimal Equivalent:	Hexadecimal Equivalent:	Hexadecimal Equivalent:	Hexadecimal Equivalent:
A71930	004165	D95E00	5B8F22

For 4-color printing applications, use the CMYK equivalents.

For all electronic applications, use RGB or the web-safe Hexadecimal system.