

**Color Palette | CMYK Values**  
[Download .AI file for CMYK swatches](#)

Ink Blue CMYK 100/72/0/65	G100 Earth 54,65,86,66	G90 Earth 48,63,93,51	G80 Earth 42,59,97,34	G70 Earth 34,53,98,17	G60 Earth 18,52,100,2	G50 Earth 12,35,71,0	G40 Earth 2,21,40,0	G30 Earth 2,13,22,0	G20 Earth 1,5,7,0	G10 Earth 0,2,2,0
	G100 Orange 18,67,100,72	G90 Orange 15,67,100,56	G80 Orange 11,67,100,41	G70 Orange 12,67,100,15	G60 Orange 3,65,100,0	G50 Orange 0,50,70,0	G40 Orange 0,32,45,0	G30 Orange 0,19,25,0	G20 Orange 0,12,15,0	G10 Orange 0,5,4,0
	G100 Magenta 54,90,50,53	G90 Magenta 47,95,44,29	G80 Magenta 38,97,31,7	G70 Magenta 20,89,12,0	G60 Magenta 10,80,0,3	G50 Magenta 8,62,0,2	G40 Magenta 5,45,0,1	G30 Magenta 3,26,0,1	G20 Magenta 2,16,0,1	G10 Magenta 0,7,0,0
Brand Blue CMYK 100/72/0/15	G100 Purple 95,95,22,28	G90 Purple 90,90,12,15	G80 Purple 85,85,2,2	G70 Purple 70,70,0,0	G60 Purple 54,54,0,0	G50 Purple 35,35,0,0	G40 Purple 24,24,0,0	G30 Purple 14,14,0,0	G20 Purple 8,8,0,0	G10 Purple 4,4,0,0
	G100 Blue 100,67,15,45	G90 Blue 100,60,7,32	G80 Blue 100,55,0,20	G70 Blue 95,52,0,0	G60 Blue 78,25,0,0	G50 Blue 60,17,0,0	G40 Blue 42,11,0,0	G30 Blue 25,6,0,0	G20 Blue 16,3,0,0	G10 Blue 7,0,0,0
	G100 Aqua 95,42,40,62	G90 Aqua 95,37,36,46	G80 Aqua 95,32,32,31	G70 Aqua 92,25,27,31	G60 Aqua 77,10,14,0	G50 Aqua 57,6,9,0	G40 Aqua 35,3,5,0	G30 Aqua 21,2,3,0	G20 Aqua 14,1,1,0	G10 Aqua 7,1,0,0
A11y Blue CMYK 52/28/0/0	G100 Green 90,30,70,70	G90 Green 90,22,65,57	G80 Green 90,15,60,45	G70 Green 90,10,50,10	G60 Green 75,0,50,5	G50 Green 58,0,38,4	G40 Green 42,0,27,2	G30 Green 25,0,15,1	G20 Green 16,0,10,0	G10 Green 8,0,5,0
	G100 Gray 75,68,65,78	G90 Gray 72,64,61,45	G80 Gray 52,42,40,34	G70 Gray 43,33,32,35	G60 Gray 33,25,27,28	G50 Gray 27,20,22,18	G40 Gray 20,15,17,14	G30 Gray 9,7,8,0	G20 Gray 3,3,3,0	G10 Gray 1,1,1,0

Color Palette | PMS Values

<div>Ink Blue</div> <div>295C</div>	G100 Earth 2322C	G90 Earth 7553C	G80 Earth 463C	G70 Earth 7555C	G60 Earth 131C	G50 Earth 7411C	G40 Earth 7507C	G30 Earth 7506C		
	G100 Orange 7596C	G90 Orange 483C	G80 Orange 1615C	G70 Orange 471C	G60 Orange 152C	G50 Orange 163C	G40 Orange 2022C	G30 Orange 162C	G20 Orange 474C	G10 Orange 475C
	G100 Magenta 229C	G90 Magenta 235C	G80 Magenta 675C	G70 Magenta 674C	G60 Magenta 2038C	G50 Magenta 1905C	G40 Magenta 510C	G30 Magenta 705C		
	G100 Purple 2105C	G90 Purple 2104C	G80 Purple 2097C	G70 Purple 2101C	G60 Purple 2715C	G50 Purple 2071C	G40 Purple 531C	G30 Purple 7436C		
	G100 Blue 655C	G90 Blue 7687C	G80 Blue 2133C	G70 Blue 660C	G60 Blue 2381C	G50 Blue 2716C	G40 Blue 2717C	G30 Blue 2707C	G20 Blue 2706C	G10 Blue 656C
<div>Brand Blue</div> <div>293C</div>	G100 Aqua 3035C	G90 Aqua 7708C	G80 Aqua 7705C	G70 Aqua 7702C	G60 Aqua 311C	G50 Aqua 636C	G40 Aqua 7457C	G30 Aqua 290C		
	G100 Green 567C	G90 Green 561C	G80 Green 626C	G70 Green 7723C	G60 Green 570C	G50 Green 573C				
	G100 Gray 426C	G90 Gray 424C	G80 Gray 422C	G70 Gray 420C						
<div>A11y Blue</div> <div>659C</div>										

**Note:** Adobe does not carry all the available colors in their Pantone libraries. For Adobe files, we are using [this extension](#) to reflect the Pantone values that aren't available in Adobe programs. When sending files to your vendor, be sure to communicate which PMS colors are being used in your design.