









# Color breakdown and usage

		Pantone (for print)	CMYK (for print)	RGB (for screens)	Hex (for web)
<b>Primary color palette</b>		106-16 C	C:100 M:52 Y:0 K:13	R:0 G:99 B:166	#0063A6
FOODSERVICE Safe BLUE should be used most often, with FOODSERVICE Safe BLACK used in a supporting role.		179-15 C	C:0 M:0 Y:0 K:95	R:51 G:49 B:50	#333132
<b>Secondary color palette</b>		108-8 C	C:100 M:52 Y:0 K:50	R:0 G:63 B:112	#003F70
Our <b>secondary color palette</b> is bold and confident, and complements our primary palette without overwhelming it.		46-16 C	C:0 M:91 Y:92 K:33	R:172 G:42 B:28	#231F20
These colors should be <b>used as accents</b> – a little goes a long way with the secondary palette!		120-13 C	C:65 M:0 Y:10 K:39	R:31 G:134 B:154	#1F869A
		175-3 C	C:35 M:23 Y:24 K:0	R:169 G:179 B:182	#A9B3B6
<b>Tertiary color palette</b>		179-2 C	C:0 M:0 Y:0 K:11	R:228 G:229 B:230	#E4E5E6
Our tertiary palette is comprised of a neutral beige/yellow and gray, to be <b>used as background colors only.</b>		4-1 C	C:0 M:2 Y:22 K:0	R:255 G:245 B:207	#FFF5CF