



Seattle Children's[®]
HOSPITAL • RESEARCH • FOUNDATION

Brand Refresh 2020
Color Guidelines

Color Palette



Primary Colors:

For bright, open feel, we'll focus on the primary color palette + tints.



Pantone 314 U
RGB 0 125 153
HEX/HTML 007D99
CMYK 100 13 13 23



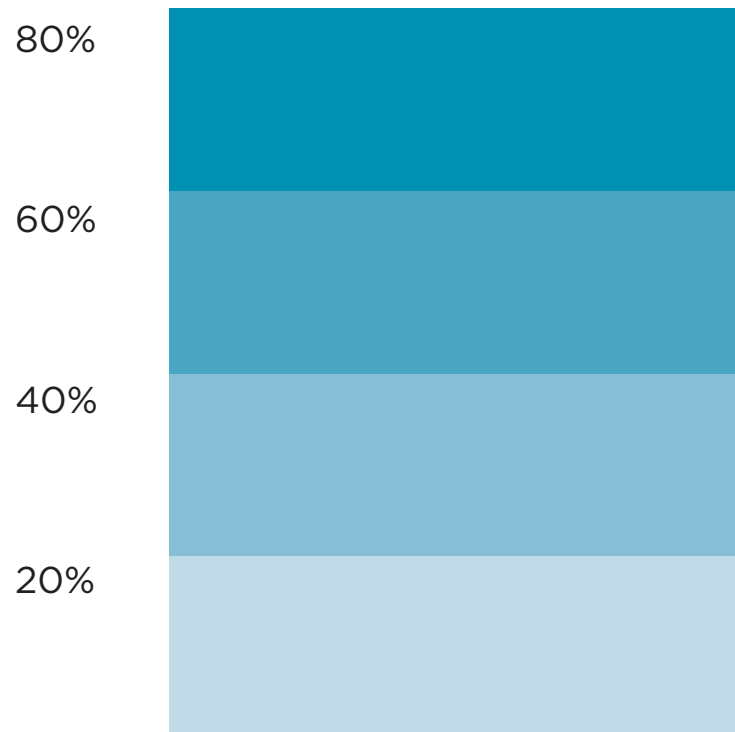
Pantone 158 U
RGB 238 127 75
HEX/HTML EE7F4B
CMYK 0 59 100 0



Pantone Cool Gray 11 U
RGB 122 125 129
HEX/HTML 7A7D81
CMYK 47 36 29 26



White*
RGB 255 255 255
HEX/HTML FFFFFFFF
CMYK 0 0 0 0



*Remember that white is also a primary color and helps give both print and digital publications the bright, open feel that defines our visual brand.

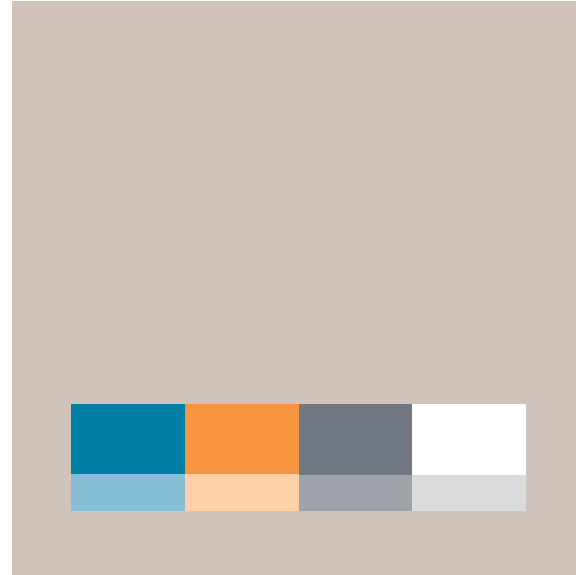


Secondary color palette alongside primary colors:

These can be used in charts or illustrations when additional colors are necessary, but always favor the use of the primary color palette and tints first. Secondary colors are not to account for more than 20% of the color on a page.



RGB 76 78 86
HEX/HTML 4C4E56
CMYK 79 61 24 70



RGB 203 196 188
HEX/HTML CBC4BC
CMYK 16 15 16 0

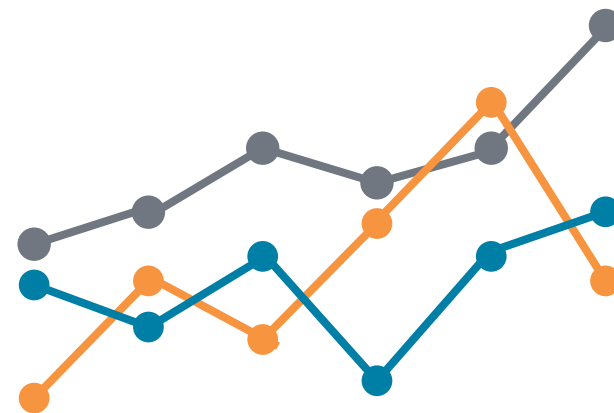
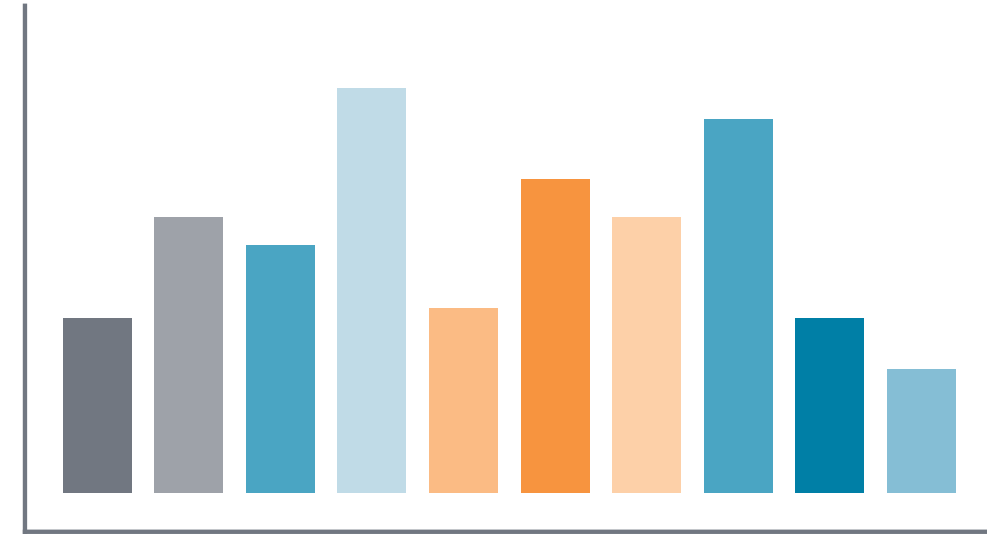
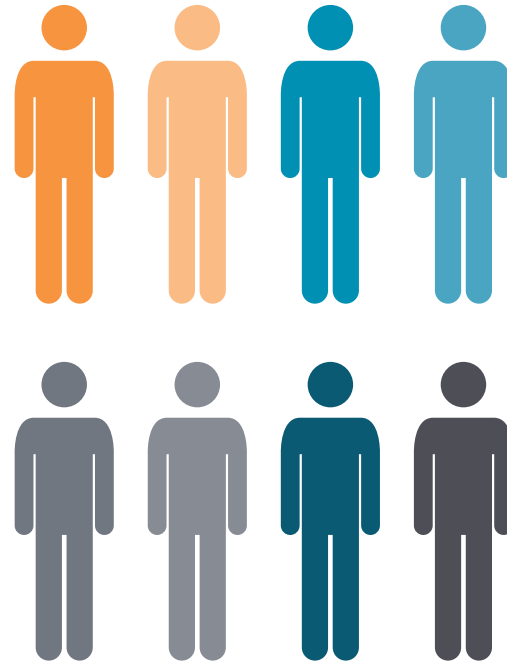


RGB 0 91 115
HEX/HTML 005B73
CMYK 96 56 39 18

Color Palette



Chart and graph examples with primary and secondary colors:



Phone app only colors



Phone app colors are the same as print and digital design colors, but with the additional dark orange and green (**only to be used in phone apps**).



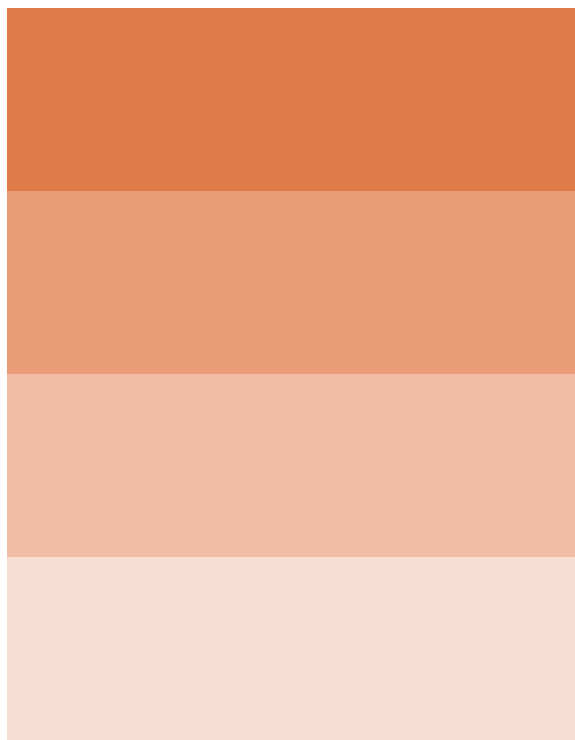
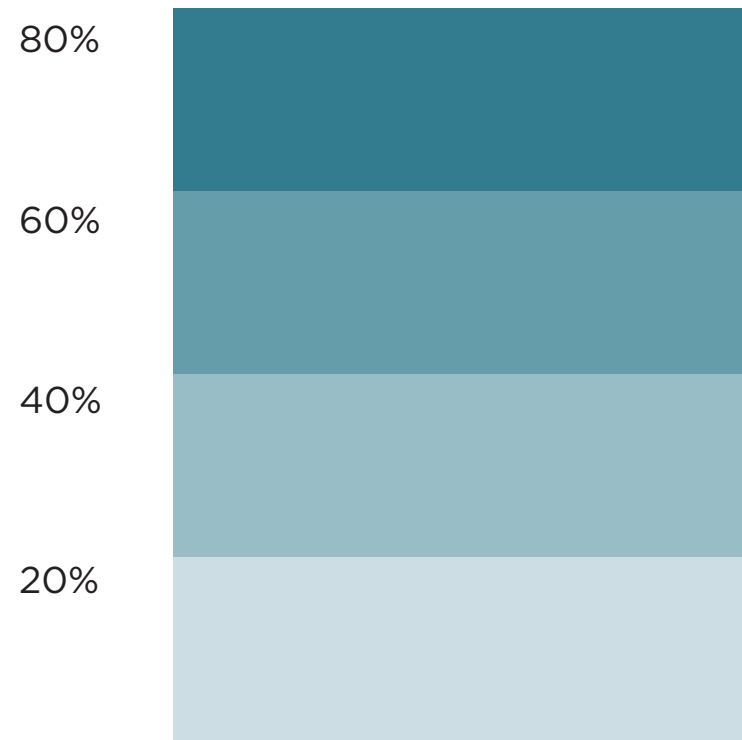
RGB 0 91 115
HEX/HTML 005B73
CMYK 96 56 39 18



RGB 219 90 29
HEX/HTML Db5A1D
CMYK 9 78 100 1



RGB 108 138 4
HEX/HTML 6C8A04
CMYK 62 28 100 10



This color and its tints are used to represent "error" on Seattle Children's apps.



This color and its tints are used to represent "success" on Seattle Children's apps.