

THPRD Brand Colors

Primary Color



THPRD Blue should be the primary color in a document or communications material.

PANTONE DS 196-1 U
CMYK 100-67-0-0
RGB 0-94-173
HTML/HEX 005EAD

Secondary Color



Green is the secondary accent color to complement the THPRD Blue.

PANTONE DS 284-1 U
CMYK 56-16-100-3
RGB 13-150-72
HTML/HEX 009548

Other Colors

There are three other colors in the THPRD bloom. Use these sparingly. Examples of use include sub-headings or photo borders. Find instructions to customize font colors in the appendix.



PANTONE DS 36-1 U
CMYK 0-55-96-0
RGB 246-139-40
HTML/HEX F68B27



PANTONE DS 73-1 U
CMYK 0-100-100-0
RGB 237-28-36
HTML/HEX ED1C24



PANTONE DS 321-5 U
CMYK 40-90-100-25
RGB 129-57-34
HTML/HEX 813922

Text

These alternative colors may be used primarily for text.



BLACK
CMYK 100-100-100-100
RGB 0-0-0
HTML/HEX 231F20



WHITE
CMYK 0-0-0-0
RGB 255-255-255
HTML/HEX FFFFFFFF



PANTONE DS 202-1 U
CMYK 100-67-0-70
RGB 0-27-77
HTML/HEX 001D4C

Different applications require specific color files and formulas. Please use the corresponding Pantone, CMYK, RGB or HTML/HEX formulas to ensure consistency across marketing materials:

Pantone Matching System (PMS)

For print reproduction
(not available in Microsoft Word)

CMYK/4 Color

C=Cyan, M=Magenta, Y=Yellow, K=Black
(not available in Microsoft Word)

RGB

For electronic displays, Microsoft Word

HTML/HEX

Alpha numeric representation of color for use on the web

Black & White (Greyscale)

Use for non-color applications. If you cannot use the exact Pantone or RGB colors use the black and white version.