



















OFFICIAL NAMI COLORS*

COLOR	SAMPLE	CMYK/FOUR-COLOR (FOR PRINT JOBS)	RGB (FOR WEB AND DIGITAL USE)	PMS (PANTONE INK)	HEX (HTML)
PRIMARY COLOR PALETTE					
NAMI Blue		C=100 M=82 Y=0 K=2	R=0 G=83 B=159	Reflex Blue	#0c499c
Teal		C=80 M=21 Y=32 K=1	R=0 G=153 B=168	321	#0099a8
Pear Green		C=58 M=23 Y=100 K=4	R=121 G=153 B=0	377	#799900
COMPLIMENTARY COLOR PALETTE					
Sky Blue		C=65 M=16 Y=0 K=0	R=69 G=171 B=224	2915	#6caae4
Lime Green		C=47 M=0 Y=100 K=0	R=148 G=213 B=0	376	#94d500
Orange		C=0 M=74 Y=98 K=0	R=255 G=102 B=27	Warm Red	#ff661b
Dark Orange		C=0 M=79 Y=100 K=11	R=193 G=56 B=50	180	#c13832
Yellow Orange		C=1 M=39 Y=100 K=0	R=247 G=167 B=0	1375	#f7a700
Brown		C=48 M=68 Y=75 K=55	R=81 G=53 B=40	476	#513528
Sandstone		C=12 M=15 Y=38 K=0	R=225 G=208 B=165	467	#e1d0a5
Coal		C=70 M=63 Y=62 K=59	R=50 G=50 B=50	90% Black	#323232
Gray		C=53 M=45 Y=45 K=9	R=123 G=123 B=123	50% Black	#7b7b7b
Silver		C=24 M=20 Y=20 K=0	R=194 G=192 B=192	30% Black	#c2c0c0
NAMI PROGRAMS COLOR PALETTE					
F2F Purple		C=69 M=100 Y=12 K=5	R=114 G=29 B=122	259	#6d287d
P2P Red		C=0 M=93 Y=95 K=0	R=220 G=41 B=30	485	#ef3829
IOOV Green		C=75 M=0 Y=100 K=0	R=46 G=177 B=53	361	#39b54a
Basics Orange		C=0 M=68 Y=100 K=0	R=255 G=90 B=0	021	#f47421
StigmaFree Green		C=96 M=4 Y=97 K=0	R=0 G=163 B=83	7482	#00a353

*The colors above are the colors officially used by NAMI in NAMI logos, program logos and corresponding marketing materials. All NAMI logos can also appear in black or be reversed out in white.