826 Boston

Revised Brand Palette

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Last revised on 2023.09.18

PRIMARY PALETTE

#D68100
R214 G129 B0
TANGERINE

#90647C
R144 G100 B124
MAUVE

#00996B
R0 G153 B107
MINT

#39869D
R57 G134 B157
BLUE STEEL

#69533B
R105 G83 B59
CHOCOLATE

#44423F
R68 G66 B63
GRAPHITE

#FAFAFA
R250 G250 B250
WHITE

ACCENT PALETTE

#E85100
R232 G81 B0
ORANGE CRUSH

#D7002E
R215 G0 B46
RASPBERRY

LOGO APPLICATIONS

826 BOSTON   826 BOSTON   826 BOSTON   826 BOSTON   826 BOSTON   826 BOSTON

▲
PREFERRED
COLOR

General Guidance on Using the Palette

Do

+ Use white text on any of the colors (except light gray) as a background.

+ Use the accent colors against a background of black or white, not one of the other colors from the palette.

+ Use the accent colors sparingly and to emphasize at most one to two items on screen. (Less is more.)

+ Use the tangerine color for the logo when possible.

+ Use graphite for body text rather than chocolate when on a white background.

Don't

+ For print and digital collateral, avoid mixing more than two colors together in a composition. Combine white, graphite, and one to two other colors, plus a tiny helping of an accent color, if desired.