Colors  CMYK values for coated paper

**GRAYS**

- black
- charcoal
- gray
- light gray
- offwhite

**PRIMARY**

- blue
  - 100C 40Y 10K
  - 90C 45M 45Y 20K

- purple
  - 40C 60M
  - 60C 90M

- red
  - 75M 45Y 10K
  - 100M 65Y 20K

**SECONDARY**

- lime
  - 14C 75Y

- tang
  - 32M 90Y

Colors shown are approximations. Please see Pantone CMYK swatch book for accurate representations. Use of color tints in the palette is acceptable.