Color Palettes

Primary Palette

Our primary palette includes two shades of lavender. Lavender is refined, elegant, and graceful. It evokes a pure and genuine response; it feels welcoming.

These two colors should be used in all internal and external communications and may or may not be supported by the secondary palette.

Secondary Palette

The secondary palette supports the primary palette by offering depth, warmth, and flexibility.

Tertiary Palette

The tertiary palette is primarily for use in Impact100 chapter brands, but can be used sparingly in graphics when more colors are needed.

LAVENDER	
PMS	7669 C
CMYK	72|70|9|1
RGB	98|94|157
HEX	#625E9D

LIGHT LAVENDER	
PMS	271 C
CMYK	44|42|0|0
RGB	146|144|197
HEX	#9290C5

PRIMARY PALETTE

SKY BLUE	
PMS	304 C
CMYK	38|0|8|0
RGB	150|216|232
HEX	#96D8E8

SUN YELLOW	
PMS	136 C
CMYK	3|28|89|0
RGB	246|187|57
HEX	#F6BB39

SECONDARY PALETTE

LAKE	
PMS	292 C
CMYK	56|12|6|0
RGB	103|182|218
HEX	#67B6DA

POPPY	
PMS	1787 C
CMYK	0|94|71|0
RGB	238|50|72
HEX	#EE3248

ROSE	
PMS	176 C
CMYK	3|34|13|0
RGB	240|181|190
HEX	#F0B5BE

POOL	
PMS	7471 C
CMYK	48|0|23|0
RGB	129|205|203
HEX	#81CDCB

OCEAN	
PMS	5483 C
CMYK	72|30|36|2
RGB	75|143|153
HEX	#4B8F99

TERTIARY PALETTE