

# PRIMARY COLORS

Red and black are the official colors of Dress for Success. The Dress for Success red should always be used full-strength - never as a tint value.



**Pantone**  
704 (Coated or Uncoated)

**CMYK**  
30C 100M 100Y 15K

**RGB**  
170R 34G 34B

**Hex**  
#aa2222



**Pantone**  
Process Black

**CMYK**  
100K

**RGB**  
0R 0G 0B

**Hex**  
#000000

# SECONDARY COLORS

Secondary colors may be added to give more color depth to designs and marketing collateral. The secondary colors should not take precedence over the Dress for Success red or otherwise skew the overall color impression. These colors may be used full-strength or in tints of the color.

## Bright Red

Pantone: 179

CMYK: 0C / 80M / 100Y / 0K

RGB: 255 / 85 / 51

Hex: #FF5533

## Sand

Pantone: 465

CMYK: 20C / 25M / 50Y / 0K

RGB: 206 / 183 / 139

Hex: #CEB78B

## Tan

Pantone: 452

CMYK: 30C / 25M / 50Y / 0K

RGB: 184 / 177 / 139

Hex: #B8B18B



## Blue Gray 1

Pantone: 445

CMYK: 70C / 55M / 55Y / 30K

RGB: 75 / 85 / 87

Hex: #4B5557

## Blue Gray 2

Pantone: 443

CMYK: 20C / 3M / 13Y / 25K

RGB: 160 / 178 / 176

Hex: #A0B2B0

## Green Gray

Pantone: 5777

CMYK: 40C / 25M / 65Y / 0K

RGB: 163 / 169 / 117

Hex: #A3A975