

PRIMARY COLORS



PANTONE 576
C: 58 % R: 120
M: 22 % G: 155
Y: 91 % B: 74
K: 4 %



PANTONE 2955
C: 100 % R: 11
M: 78 % G: 60
Y: 35 % B: 97
K: 28 %



PANTONE 7689
C: 78 % R: 40
M: 33 % G: 141
Y: 7 % B: 194
K: 0 %

SECONDARY COLORS



PANTONE 1807
C: 24 % R: 169
M: 92 % G: 52
Y: 78 % B: 58
K: 15 %



PANTONE 1595
C: 9 % R: 193
M: 76 % G: 93
Y: 100 % B: 45
K: 1 %



PANTONE 131
C: 17 % R: 207
M: 49 % G: 138
Y: 100 % B: 41
K: 2 %



PANTONE 463
C: 40 % R: 117
M: 65 % G: 76
Y: 90 % B: 41
K: 35 %



PANTONE 7403
C: 5 % R: 242
M: 15 % G: 211
Y: 57 % B: 131
K: 0 %



PANTONE 7474
C: 86 % R: 0
M: 32 % G: 131
Y: 40 % B: 143
K: 5 %



PANTONE 7472
C: 63 % R: 89
M: 7 % G: 183
Y: 33 % B: 179
K: 0 %



PANTONE 7697
C: 72 % R: 79
M: 37 % G: 135
Y: 27 % B: 160
K: 2 %



PANTONE 222
C: 44 % R: 112
M: 96 % G: 29
Y: 47 % B: 70
K: 35 %



PANTONE 520
C: 68 % R: 103
M: 95 % G: 46
Y: 27 % B: 107
K: 14 %



PANTONE 7544
C: 57 % R: 119
M: 41 % G: 133
Y: 34 % B: 145
K: 4 %



PANTONE 539
C: 96 % R: 1
M: 75 % G: 38
Y: 50 % B: 57
K: 57 %

COLORS

The primary colors of the North Carolina logo mirror the colors of nature found throughout the state – earthy green, deep ocean blue and sky blue.

The secondary color palette is designed to provide a range of colors for use in branding materials and other communications to act as highlights and background to support the three primary colors.

Secondary colors should be used sparingly as accent colors only, and should not be used in larger proportion than the primary color palette.

If you have questions about proper usage, please contact the North Carolina brand team: Kim Genardo, Director Strategic & Economic Development Communications, at (919) 733-3438 or kim.genardo@nccommerce.com, or David Rhoades, Deputy Communications Director, at (919) 715-6556 or drhoades@nccommerce.com.