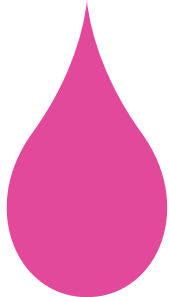


# Susan G. Komen®

## COLOR PALETTE

### PRIMARY COLOR PALETTE



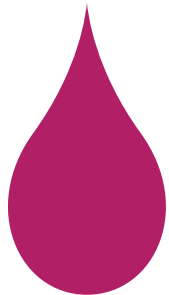
#### LIGHT PINK

PMS 232  
CMYK: C=5, M=86, Y=0, K=0  
RGB: R=227, G=74, B=156  
HEX: #e34a9c



#### BLACK

PMS BLACK  
CMYK: C=0, M=0, Y=0, K=100  
RGB: R=35, G=31, B=32  
HEX: #231f20



#### DARK PINK

PMS 227  
CMYK: C=28, M=100, Y=36, K=5  
RGB: R=176, G=30, B=101  
HEX: #b01e65



#### DARK GRAY

PMS: Cool Gray 10  
CMYK: C=62, M=53, Y=48, K=19  
RGB: R=99, G=101, B=105  
HEX: #63666a



#### LIGHT GRAY

PMS Cool Gray 3  
CMYK: C=21, M=17, Y=17, K=0  
RGB: R=200, G=200, B=200  
HEX: #c8c9c7

### SECONDARY COLOR PALETTE

*These colors should only be used with the primary color palette, and should not be more than 20% of the overall design.*



#### BLUE

PMS 308  
CMYK: C=100, M=18, Y=8, K=50  
RGB: R=0, G=88, B=124  
HEX: #00587c



#### GOLD

PMS 374  
CMYK: C=0, M=21, Y=100, K=22  
RGB: R=206, G=164, B=10  
HEX: #cea40a

### ORGANIZATIONAL PILLARS COLOR PALETTE

*These colors are used only to represent Organizational Pillars, and must be used to compliment SGK Branding. These colors should only be used with the primary color palette, and should not be more than 20% of the overall design.*



#### ACTION

PMS 1505  
CMYK: C=0, M=71, Y=100, K=0  
RGB: R=255, G=107, B=0  
HEX: #ff6900



#### COMMUNITY

PMS 2995  
CMYK: C=81, M=12, Y=1, K=0  
RGB: R=0, G=167, B=225  
HEX: #00a3e0



#### CARE

PMS 7488  
CMYK: C=56, M=0, Y=93, K=0  
RGB: R=112, G=212, B=75  
HEX: #78d64b



#### RESEARCH

PMS 266  
CMYK: C=66, M=82, Y=0, K=0  
RGB: R=119, G=61, B=189  
HEX: #753bbd