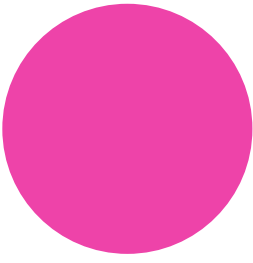
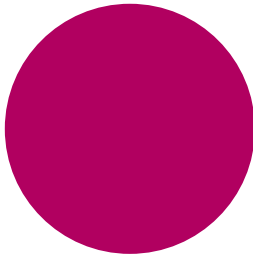


Susan G. Komen | Color Palette

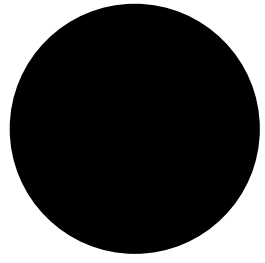
PRIMARY PALETTE



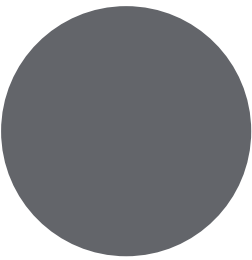
PMS 232
C=5, M=86, Y=0, K=0
R=227, G=74, B=156
HEX:-#e34a9c



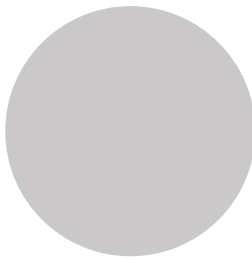
PMS 227
C=28, M=100, Y=36, K=5
R=176, G=30, B=101
HEX:-#b01e65



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

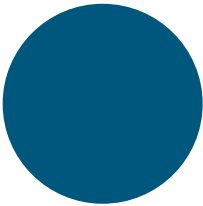


PMS Cool Gray 10
C=62, M=53, Y=48, K=19
R=99, G=101, B=105
HEX:-#63666a

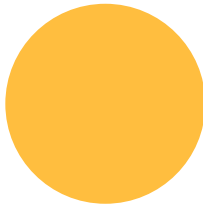


PMS Cool Gray 3
C=21, M=17, Y=17, K=0
R=200, G=200, B=200
HEX:-#c8c9c7

SECONDARY PALETTE



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

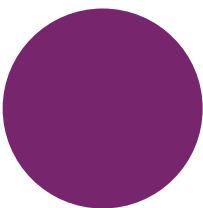


PMS 136
C=0, M=28, Y=87, K=50
R=255, G=191, B=63
HEX:-#ffbf3f

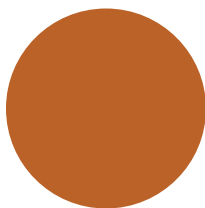
The secondary palette is used as a compliment to the primary palette. The blue color is often used for MBC content.

Both colors can be used as accent colors to the pink colors above.

HEALTH EQUITY PALETTE

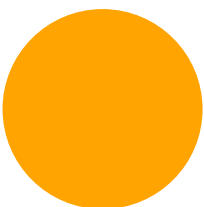


PMS 255
C=60, M=100, Y=25, K=10
R=118, G=37, B=109
HEX:-#76256d

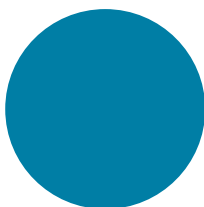


PMS 471
C=5, M=71, Y=100, K=23
R=184, G=97, B=37
HEX:-#bb6125

The Health Equity Palette is used as a compliment to the primary colors. When designing assets for our Health Equity social or programming assets these colors should be utilized.



PMS 137
C=0, M=41, Y=100, K=0
R=255, G=163, B=0
HEX:-#ffa300



PMS 314
C=100, M=5, Y=14, K=17
R=0, G=127, B=163
HEX:-#007fa3