

## COLOR PALETTE

WMed's official colors are PMS 7562 tan and PMS 4625 brown.



**PMS 7562**  
**COATED:** c8, m29, y66, k19  
**UNCOATED:** c5, m19, y47, k15  
**RGB:** r189, g155, b96



**PMS 4625**  
**COATED:** c0, m60, y100, k79  
**UNCOATED:** c40, m40, y70, k30  
**RGB:** r79, g44, b29

### SECONDARY COLORS



Chocolate

Spot: Pantone 464  
CMYK: c13 m51 y87 k48  
HSL: 35, 53%, 32%  
RGB: 124, 88, 38  
Hex: #7c5826



Khaki

Spot: Pantone 466  
CMYK: c5 m17 y42 k14  
HSL: 43, 39%, 60%  
RGB: 192, 170, 113  
Hex: #c0aa71



Sienna

Spot: Pantone 1675  
CMYK: c5 m82 y100 k30  
HSL: 16, 70%, 39%  
RGB: 169, 67, 30  
Hex: #a9431e



Tangerine

Spot: Pantone 7413  
CMYK: c15 m70 y100 k0  
HSL: 30, 73%, 49%  
RGB: 216, 124, 33  
Hex: #d87c21



Clemente Gold

Spot: Pantone  
CMYK: c0m25 y92 k6  
HSL: 49, 66%, 80%  
RGB: 238, 177, 17  
Hex: #eeb111

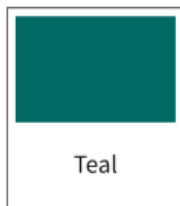


Light Tan

Spot: Pantone 7402  
CMYK: c0 m6 y38 k0  
HSL: 49, 66%, 80%  
RGB: 237, 225, 170  
Hex: #ede1aa

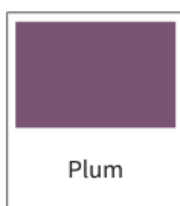
### ACCENT COLORS

These must not dominate primary colors



Teal

Spot: Pantone 562  
CMYK: c83 m10 y41 k37  
HSL: 175, 80%, 22%  
RGB: 11, 100, 93  
Hex: #0b645d



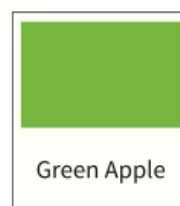
Plum

Spot: Pantone 5135  
CMYK: c37 m61 y9 k26  
HSL: 311, 17%, 45%  
RGB: 134, 95, 127  
Hex: #86577f



Sky Blue

Spot: Pantone 639  
CMYK: c100 m1 y5 k5  
HSL: 195, 100%, 38%  
RGB: 0, 145, 193  
Hex: #0091c1



Green Apple

Spot: Pantone 376  
CMYK: c53 m0 y96 k0  
HSL: 80, 100%, 36%  
RGB: 122, 183, 0  
Hex: #7ab700

WMed promotional items should utilize our primary and secondary colors, when available. Deviation from the official color palette must be approved by the Office of Communications. If the promotional item is related to a specific event, such as "Go Red for Women" and the item in question is to be used only for that event, the color for the event may be used.