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

**COLOR PALETTE**

**SECONDARY COLORS**

- **Chocolate**
  - Spot Pantone 464
  - CMYK: C85 M35 Y18 K48
  - HSL: 85, 53%, 82%
  - RGB: 124, 83, 38
  - Hex: #7c5626

- **Khaki**
  - Spot Pantone 466
  - CMYK: C50 M17 y42 K1/4
  - HSL: 41, 39%, 60%
  - RGB: 192, 170, 113
  - Hex: #a3ab0d

- **Sienna**
  - Spot Pantone 1675
  - CMYK: C55 M32 y0 K30
  - HSL: 30, 73%, 49%
  - RGB: 169, 67, 39
  - Hex: #a8431e

- **Tangerine**
  - Spot Pantone 7413
  - CMYK: C35 M20 Y100 K40
  - HSL: 45, 66%, 69%
  - RGB: 245, 174, 33
  - Hex: #f5b61f

- **Clemente Gold**
  - Spot Pantone
  - CMYK: C0 M40 Y38 K40
  - HSL: 40, 69%, 84%
  - RGB: 237, 225, 170
  - Hex: #efeb9a

- **Light Tan**
  - Spot Pantone 7402
  - CMYK: C0 M6 Y36 K40
  - HSL: 45, 66%, 84%
  - RGB: 237, 225, 170
  - Hex: #efeb9a

**ACCENT COLORS**

*These must not dominate primary colors*

- **Teal**
  - Spot Pantone 562
  - CMYK: C63 m10 y11 k37
  - HSL: 175, 80%, 22%
  - RGB: 11, 101, 93
  - Hex: #0b6d4d

- **Plum**
  - Spot Pantone 5135
  - CMYK: c77 m61 y6 k26
  - HSL: 311, 17%, 45%
  - RGB: 134, 35, 127
  - Hex: #865f5e

- **Sky Blue**
  - Spot Pantone 69
  - CMYK: c100 m1 y55 k5
  - HSL: 105, 100%, 53%
  - RGB: 0, 145, 193
  - Hex: #0092f8

- **Green Apple**
  - Spot Pantone 376
  - CMYK: c53 m6 y96 k40
  - HSL: 80, 100%, 36%
  - RGB: 122, 183, 0
  - Hex: #7aaf00

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.