

# Color Palette

The palette for Toastmasters is comprised of three primary colors: True Maroon, Loyal Blue, and Cool Gray. These colors can be used for backgrounds and to cover larger areas.

- ▶ The palette also includes Happy Yellow, which is used as an accent color.
- ▶ These colors were selected to embody our elements of leadership, dedication, and empowerment.
- ▶ Black and white can also be used when designing materials for Toastmasters.

**Each color includes formulations for the following uses:**

Hexadecimal for web

CMYK for 4-color process

Pantone™ colors

RGB for digital

## Primary colors

### Loyal Blue

Primary color. May be used for headers and backgrounds



Hex #004165  
 CMYK 100, 43, 12, 56  
 RGB 0, 65, 101  
 Pantone 302

### True Maroon

Primary color. May be used for headers and backgrounds



Hex #772432  
 CMYK 12, 95, 59, 54  
 RGB 119, 36, 50  
 Pantone 188

## Secondary colors

### Cool Gray

Primary color. May be used for backgrounds



Hex #A9B2B1  
 CMYK 23, 7, 12, 18  
 RGB 169, 178, 177  
 Pantone 442

### Happy Yellow

Accent color. May be used for highlights and to make elements stand out.



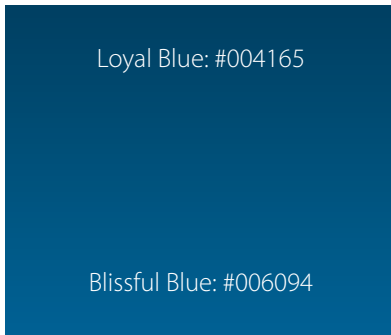
Hex #F2DF74  
 CMYK 0, 5, 57, 0  
 RGB 242, 223, 116  
 Pantone 127

# Gradient Colors

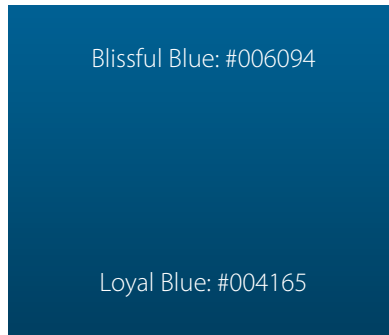
## Loyal Blue Gradient

To create marketing materials with gradients of Loyal Blue, please refer to the charts below showing linear gradients of top to bottom, bottom to top, left to right, and right to left, as well as radial gradients.

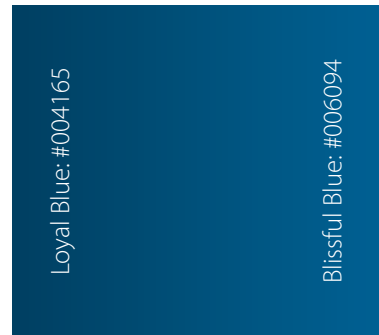
Linear Gradient 90°  
– top to bottom –



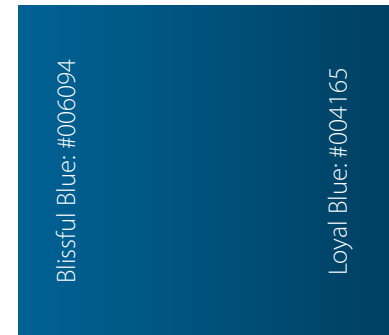
Linear Gradient -90°  
– bottom to top –



Linear Gradient 0°  
– left to right –



Linear Gradient 0°  
– right to left –



Radial Gradient 0°

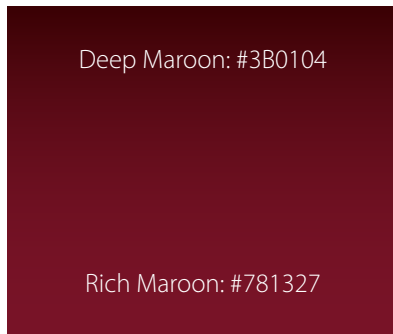


# Gradient Colors

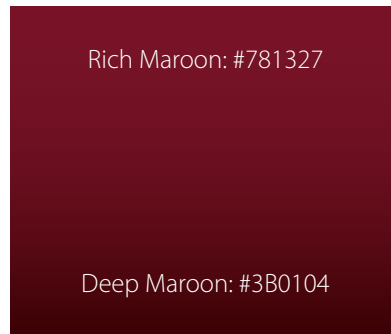
## True Maroon Gradient

To create marketing materials with gradients of True Maroon, please refer to the charts below showing linear gradients of top to bottom, bottom to top, left to right, and right to left, as well as radial gradients.

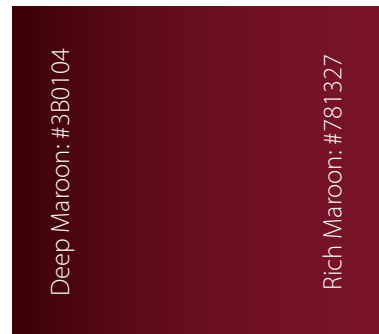
Linear Gradient 90°  
– top to bottom –



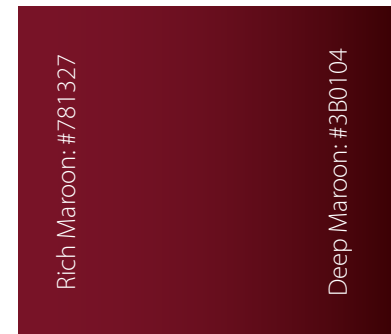
Linear Gradient -90°  
– bottom to top –



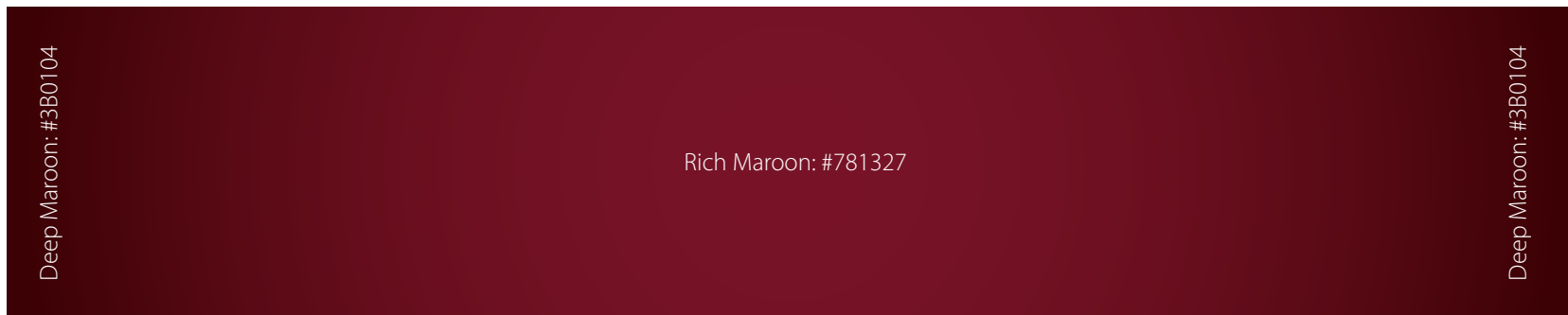
Linear Gradient 0°  
– left to right –



Linear Gradient 0°  
– right to left –



Radial Gradient 0°



# Gradient Colors

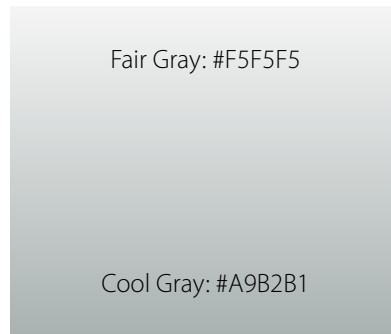
## Cool Gray Gradient

To create marketing materials with gradients of Cool Gray, please refer to the charts below showing linear gradients of top to bottom, bottom to top, left to right, and right to left, as well as radial gradients. Cool Gray Gradient's opacity can be used in increments of 20% as needed.

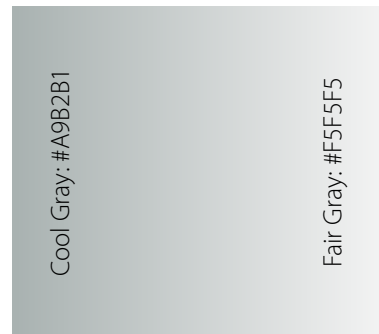
Linear Gradient 90°  
– top to bottom –



Linear Gradient -90°  
– bottom to top –



Linear Gradient 0°  
– left to right –



Linear Gradient 0°  
– right to left –



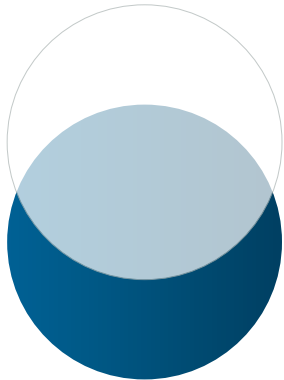
Radial Gradient 0°



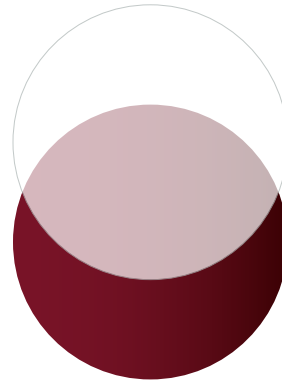
# Transparencies

You can create materials using transparencies as shown below, but be aware of text versus background contrast. In other words, it is not desirable to have white text on a light background, or black text on a dark background. The more contrast between text and background, the better.

Top swatch:  
White, Opacity 70%  
Bottom swatch:  
Loyal Blue linear gradient



Top swatch:  
White, Opacity 70%  
Bottom swatch:  
True maroon linear gradient



Top swatch:  
Loyal Blue, Opacity 70%  
Bottom swatch:  
Cool Gray linear gradient

