



### KW Print Logo Colors in PMS:

KW® Red: Pantone Matching System 200  
KW® Gray: Pantone Matching System 424

### KW Print Logo Colors in CMYK:


KW® Red:  
C=0 M=100  
Y=66 K=13  
KW® Gray:  
C=0 M=0  
Y=0 K=61

### KWU Print Logo Colors in PMS:


KWU – Black and Pantone Matching System 200  
KWU Connect – Black and Pantone Matching System 3165  
KWU MAPS Institute – Black and Pantone Matching System 261

### KW Standard Web Colors in Hex & RGB:

**KW® Red:**  
Hex: #B40101  
RGB: 180-1-1




**Dark Red:**  
Hex: #990000  
RGB: 153-0-0



**Khaki:**  
Hex: #EFEFDE  
RGB: 239-239-222




**Taupe:**  
Hex: #A19F91  
RGB: 161-159-145




**Light Taupe:**  
Hex: #DFDFD9  
RGB: 223-223-217




**Gray 1**  
Hex: #333333  
RGB: 51-51-51




**Gray 2**  
Hex: #666666  
RGB: 102-102-102




**Gray 3**  
Hex: #999999  
RGB: 153-153-153




**Gray 4**  
Hex: #CCCCCC  
RGB: 204-204-204



**Gray 5**  
Hex: #F2F2EE  
RGB: 242-242-238



**Gray 6**  
Hex: #F5F5F5  
RGB: 245-245-245



**Black:**  
Hex: #000000  
RGB: 0-0-0

