



THE PRE-K FOR ALL COLOR PALETTE IS DERIVED DIRECTLY FROM THE LOGO. TO BALANCE THE COLOR SPECTRUM, THE FIFTH COLOR, YELLOW, WAS INTRODUCED AS AN ACCENT. THE RICHNESS AND VIBRANCY OF THE COLOR PALETTE REPRESENTS THE BRAND'S PERSONALITY. THERE ARE FIVE PRIMARY COLORS AT 100%, WITH A SECONDARY PALETTE AT 70% AND 30% OPACITY. ONLY PRIMARY COLORS SHOULD BE USED AT 100% AS FULL-BLEED COLOR-FILL BACKGROUNDS.

PURPLE	ORANGE	BLUE
PANTONE: 7676C	PANTONE: 7578C	PANTONE: 660C
C:58 M:74 Y:B K:0	C:7 M:71 Y:94 K:0	C:77 M:46 Y:0 K:0
R:126 G:90 B:154	R:226 G:105 B:45	R:61 G:125 B:191
#7e5a9a	#e2692d	#3c7cbe
GREEN	YELLOW	GRAY
PANTONE: 361C	PANTONE: 102C	PANTONE: 430C
C:74 M:0 Y:99 K:0	C:1 M:6 Y:97 K:0	C:0 M:0 Y:0 K:60
R:62 G:180 B:74	R:254 G:226 B:5	R:128 G:130 B:133
#eb44a	#fee205	#808285



NOTE: Drawing may be printed at reduced scale. Refer to graphic scale.

Notes to Designer:

- SIGNS SHALL BE MIN. 1/16" THK. ALUMINUM.
- PAIN TO BE EXTERIOR RATED, CONTAINING UV INHIBITOR.
- FONT TO BE CALIBRI BOLD, FOR BOTH UPPER AND LOWER CASE LETTERS.

Code References:

Related Work Specified Elsewhere:

NYCSCA STANDARD DETAILS

File Number: 1040005a

Detail Name:
UPK SIGNAGE

	Chk by: AS	Apv by: GR
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