

Color Palette

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: 7676 C C:58 M:74 Y:8 K:0 R:126 G:90 B:154 #7e59a9	Pantone: 7578 C C:7 M:71 Y:94 K:0 R:226 G:105 B:45 #e2692d	Pantone: 660 C C:77 M:46 Y:0 K:0 R:61 G:125 B:191 #3c7cbe
Green	Yellow	Gray
Pantone: 361 C C:74 M:0 Y:99 K:0 R:62 G:180 B:74 #3eb44a	Pantone: 102 C C:1 M:6 Y:97 K:0 R:254 G:226 B:5 #fee205	Pantone: 430 C C:0 M:0 Y:0 K:60 R:128 G:130 B:133 #808285

