

COLOR PALETTE

The color palette helps establish a stable and reliable look and feel for the Northern Nevada Public Health brand by utilizing blues for the primary color palette. Paired with a variety of bright colors for the secondary color palette give the brand a friendly look and feel. Having a well-balanced color palette offers opportunity to create a unique and professional feel, while maintaining a welcoming face.

NNPH GRADIENT

3B64AF - 418ECC - 57C5F2

NEVADA BLUE

PMS 6105 C
CMYK 100, 94, 14, 7
RGB 40, 53, 128
HEX 283580

PUBLIC BLUE

PMS 7683 C
CMYK 82, 62, 0, 0
RGB 62, 103, 177
HEX 3e67b1

SKY BLUE

PMS 297 C
CMYK 50, 3, 0, 0
RGB 113, 201, 241
HEX 71c9f1

SAGEBRUSH YELLOW

PMS 121 C
CMYK 1, 13, 74, 0
RGB 254, 216, 96
HEX fed860

LICHEN RED

PMS 2026 C
CMYK 1, 75, 79, 0
RGB 239, 101, 67
HEX ef6543

PLUMB

PMS 269 C
CMYK 82, 100, 26, 22
RGB 74, 34, 99
HEX 4a2263

MARIGOLD

PMS 4009 C
CMYK 3, 44, 77, 0
RGB 240, 158, 81
HEX f09e51

ENVIRONMENTAL GREEN

PMS 2288 C
CMYK 22, 0, 64, 0
RGB 206, 244, 128
HEX cee080