

ORANGE
PANTONE 171 C
CMYK 0, 74, 85, 0
RGB 255, 92, 57
#F95B2E

RED RYB
PANTONE BRIGHT RED C
CMYK 0, 85, 95, 0
RGB 252, 50, 28
#FC321C

DIGITAL

PRINT

PRINCETON ORANGE
PANTONE 1495 C
CMYK 0, 58, 100, 0
RGB 253, 130, 34
#FF7800

BLACK
PANTONE BLACK 6 C
CMYK 100, 100, 100, 100
RGB 0, 0, 0
#000000

WHITE
PANTONE WHITE
CMYK 0, 0, 0, 0
RGB 255, 255, 255
#FFFFFF

LIGHT GRAY
PANTONE 2330 C
CMYK 14, 12, 11, 0
RGB 204, 204, 204
#CCCCCC

GRADIENT

PANTONE BLACK 6 C
CMYK 100, 100, 100, 100
RGB 0, 0, 0
#000000

RUSSIAN VIOLET
CMYK 51, 76, 0, 68
RGB 40, 20, 82
#281452