


Color

Primary color pair

Wheaton blue has evolved through the years, sometimes darker, sometimes brighter and not always consistent. By adopting this vibrant and strong blue and using it consistently in all applications, the brand is strengthened and becomes more clearly memorable. *(The color palette for electronic display can be found on page 33 of these guidelines.)*



Wheaton Blue
(primary)
CMYK 100/55/6.5/.3



Green
(secondary)
CMYK 72/11/46/0

Complementary and neutral colors

This set of complementary and neutral colors support the primary and secondary colors. Along with photography, they are used to add variety and highlights. The primary and secondary colors should always be dominant. instead choose one or two colors that best support the application.



Web colors

The color palette for web use reflects the print color palette. The complementary colors should be used only as decorative elements. Lime and Orange, in particular, are only for minimal use.

Wheaton Blue (primary) Hex 1274b8 RGB 18/116/184		
Green (secondary) Hex 04857E RGB 4/133/126		
Squash (complementary) Hex FFCB4E RGB 255/203/78	Red (complementary) Hex D9471F RGB 217/71/31	Orange (complementary) Hex F6921E RGB 246/146/30
Purple (complementary) Hex BBCCE6 RGB 187/230/204	Sky Blue (complementary) Hex 82D1E2 RGB 130/209/226	Lime (complementary) Hex D3DF4E RGB 211/223/78
Light Gray (Neutral) Hex EEEEEE RGB 238/238/238	Medium Gray (Neutral) Hex AAAAAA RGB 170/170/170	Dark Gray (Neutral) Hex 5E5E5E RGB 94/94/94

RED, ORANGE, AND LIME ARE FOR MINIMAL USE ONLY

Wheaton web palette accessibility standards of color contrast

Using 262D32 colored type, according to WCAG 2.1 Level AA contrast standards:

Wheaton blue, green, and dark gray *do not* support enough contrast using type colored with 262D32 to meet accessibility standards. White (FFFFFF) is acceptable.

Red does not support 262D32 or white (FFFFFF) below 18px.

Lime, squash, orange, purple, sky blue, light gray, and medium gray *can* have 262D32 type on them and meet contrast standards for accessibility.

Links set in Wheaton blue (1274B8) *do not* meet contrast standards for accessibility when set over *any* color in this palette.

1274B8



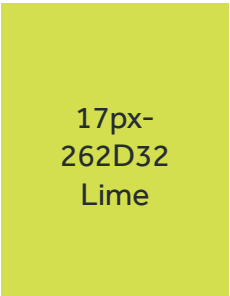
04857E



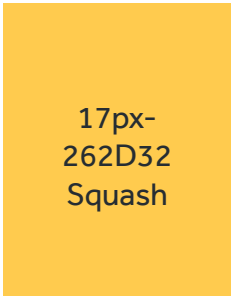
D9471F



D3DF4E



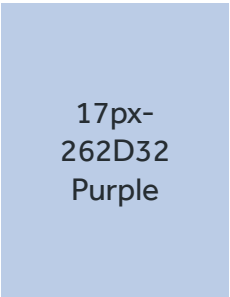
FFCB4E



F6921E



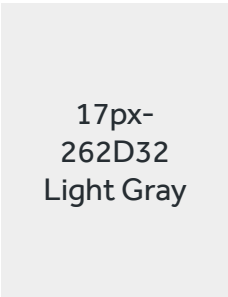
BBCCE6



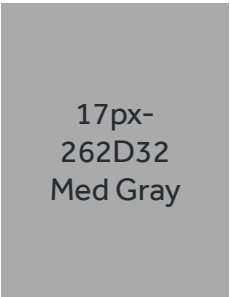
82D1E2



EEEEEE



AAAAAA



5E5E5E

