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.

<table>
<thead>
<tr>
<th>Color</th>
<th>(Complementary)</th>
<th>CMYK</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Squash</td>
<td></td>
<td>0/20/80/0</td>
<td></td>
</tr>
<tr>
<td>Purple</td>
<td></td>
<td>70/45/0/0</td>
<td></td>
</tr>
<tr>
<td>Sky Blue</td>
<td></td>
<td>45/0/10/0</td>
<td></td>
</tr>
<tr>
<td>Lime</td>
<td></td>
<td>24/0/79/0</td>
<td></td>
</tr>
<tr>
<td>Light Gray</td>
<td>(Neutral)</td>
<td>16/13/13/0</td>
<td></td>
</tr>
<tr>
<td>Medium Gray</td>
<td>(Neutral)</td>
<td>43/39/39/2</td>
<td></td>
</tr>
<tr>
<td>Dark Gray</td>
<td>(Neutral)</td>
<td>43/39/39/2</td>
<td></td>
</tr>
</tbody>
</table>
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 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.