

## Color Palette

Lesley has a diverse color palette that can be used to express our identity in unique, compelling ways. Distinct and interesting color combinations can be created from as few as two or three colors.

It's important to maintain a sense of hierarchy, balance, and harmony when using the Lesley color palette. Our color system

is extremely flexible, but it should be used with discretion.

White space also plays a key role in our visual identity. Use it as a pause (and never as a blank area), and don't rush to fill it. Generous amounts of white space can focus greater attention on color, typography, and graphic elements within the layout.

### PRIMARY COLOR PALETTE

**Lesley Green**  
**PMS 340**

**COATED C99 M0 Y84 K0**  
**UNCOATED C91 M0 Y78 K0**  
**DIGITAL R0 G150 B94**  
**HTML 00965E**

**PMS 3302**

**C90 M21 Y65 K69**  
**R0 G76 B69**  
**HTML 004C45**

**WHITE**

**C0 M0 Y0 K0**  
**R255 G255 B255**  
**HTML #FFFFFF**

### SECONDARY COLOR PALETTE

**PMS 242**

**C32 M100 Y11 K41**  
**R128 G34 B95**  
**HTML 80225F**

**PMS 7461**

**C98 M24 Y1 K3**  
**R0 G125 B186**  
**HTML 007DBA**

**PMS 367**

**C41 M0 Y68 K0**  
**R164 G214 B94**  
**HTML A4D65E**

**PMS Cool Gray 5**

**C13 M9 Y10 K27**  
**R177 G179 B179**  
**HTML B1B3B3**

**PMS 7527**

**C3 M4 Y14 K8**  
**R214 G210 B196**  
**HTML D6D2C4**

**PMS 2955**

**C100 M60 Y10 K53**  
**R0 G56 B101**  
**HTML 003865**

**PMS 325**

**C81 M0 Y39 K0**  
**R0 G178 B169**  
**HTML 00B2A9**

**PMS Cool Gray 11**

**C44 M34 Y22 K77**  
**R83 G86 B90**  
**HTML 53565A**

**PMS Cool Gray 3**

**C8 M5 Y7 K16**  
**R200 G201 B199**  
**HTML C8C9C7**

### TERTIARY COLOR PALETTE

**PMS 571**

**C40 M0 Y25 K0**  
**R152 G219 B206**  
**HTML 98DBCE**

**PMS 7406**

**C0 M20 Y100 K2**  
**R241 G196 B0**  
**HTML F1C400**

**PMS 165**

**C0 M70 Y100 K0**  
**R255 G103 B31**  
**HTML FF671F**

### METALLIC

**PMS 876**