

## BRAND COLORS

Only the following brand colors should be used in SWCS marketing and communication pieces. The colors represent the vibrancy, passion, professionalism, and the conservation advocacy of the organization and are the cornerstone of the SWCS brand look and feel. Only the following color palettes should be used and no other colors substitutions for colors should be made under any circumstance.

**Primary Palette:** The following colors represent the colors that are primarily used for the SWCS illustrative landscape, tagline, headline treatments, body copy, and supporting bars/graphics found throughout supporting web and marketing material.



**Spot Color**—Pantone 463  
**Process Color**—30% C, 56% M, 100% Y, 37% K  
**RGB Value**—R: 128 G: 86 B: 27  
**Hex Color**—80561b



**Spot Color**—Pantone 369  
**Process Color**—59% C, 0% M, 100% Y, 7% K  
**RGB Value**—R: 109 G: 179 B: 63  
**Hex Color**—6db33f



**Spot Color**—Pantone 637  
**Process Color**—55% C, 0% M, 9% Y, 0% K  
**RGB Value**—R: 99 G: 202 B: 227  
**Hex Color**—62cae3



**Spot Color**—Pantone Warm Gray 11  
**Process Color**—0% C, 17% M, 34% Y, 62% K  
**RGB Value**—R: 125 G: 106 B: 85  
**Hex Color**—7d6a55

**Secondary Color Palette:** The following colors represent the colors that are to be used less often than the primary palette. These colors should be used as accents, background gradients and on supporting graphic elements when utilized.



**Spot Color**—Pantone 123  
**Process Color**—0% C, 24% M, 94% Y, 0% K  
**RGB Value**—R: 255 G: 196 B: 37  
**Hex Color**—ffc425



**Spot Color**—Pantone 4495  
**Process Color**—0% C, 20% M, 95% Y, 46% K  
**RGB Value**—R: 156 G: 125 B: 13  
**Hex Color**—9c7d0d



**Spot Color**—Pantone 5753  
**Process Color**—25% C, 0% M, 81% Y, 67% K  
**RGB Value**—R: 86 G: 100 B: 35  
**Hex Color**—566423



**Spot Color**—Pantone 4505  
**Process Color**—0% C, 15% M, 78% Y, 36% K  
**RGB Value**—R: 177 G: 149 B: 58  
**Hex Color**—b1953a



**Spot Color**—Pantone 375  
**Process Color**—41% C, 0% M, 78% Y, 0% K  
**RGB Value**—R: 160 G: 206 B: 103  
**Hex Color**—a0ce67



**Spot Color**—Pantone 872  
**Process Color**—20% C, 30% M, 70% Y, 15% K  
**RGB Value**—R: 180 G: 152 B: 90  
**Hex Color**—b4985a



**Spot Color**—Pantone 392  
**Process Color**—7% C, 0% M, 100% Y, 49% K  
**RGB Value**—R: 141 G: 139 B: 0  
**Hex Color**—8d8b00



**Spot Color**—Pantone 463 @ 50%  
**Process Color**—29% C, 37% M, 59% Y, 2% K  
**RGB Value**—R: 182 G: 53 B: 116  
**Hex Color**—b69974