

Color Companion Guide

Color companion guide

Delta Dental Green, PMS 361, is the signature color for our Brand and the primary color for all our communication materials. The secondary colors serve to create visual distinction, contrast and are mainly used in graphic illustrations, such as charts, graphs and tables. This is a quick guide for using the Delta Dental color palette.

Coated color values

Delta Dental Green

PMS 361C	75%	60%	40%	25%
				
R: 45 G: 176 B: 53	R: 98 G: 196 B: 104	R: 129 G: 208 B: 134	R: 171 G: 223 B: 174	R: 202 G: 235 B: 204
C: 77 M: 2 Y: 100 K: 0	C: 62 M: 0 Y: 79 K: 0	C: 50 M: 0 Y: 64 K: 0	C: 33 M: 0 Y: 40 K: 0	C: 21 M: 0 Y: 25 K: 0
HEX: 2db035	HEX: 62c468	HEX: 81d086	HEX: abdfae	HEX: caebcc

Secondary colors

PMS 7679C	85%	60%	40%	25%
				
R: 87 G: 61 B: 130	R: 112 G: 90 B: 149	R: 154 G: 139 B: 180	R: 188 G: 177 B: 205	R: 213 G: 206 B: 224
C: 80 M: 90 Y: 16 K: 4	C: 65 M: 73 Y: 13 K: 1	C: 42 M: 46 Y: 10 K: 0	C: 25 M: 28 Y: 6 K: 0	C: 14 M: 16 Y: 3 K: 0
HEX: 573d82	HEX: 705a95	HEX: 9a8bb4	HEX: bcb1c0	HEX: d5cee0

PMS 3125C

85%

60%

40%

25%



R: 0
G: 172
B: 201

R: 38
G: 184
B: 209

R: 102
G: 205
B: 223

R: 153
G: 222
B: 233

R: 191
G: 234
B: 241

C: 75
M: 11
Y: 17
K: 0

C: 70
M: 4
Y: 16
K: 0

C: 54
M: 0
Y: 13
K: 0

C: 36
M: 0
Y: 9
K: 0

C: 23
M: 0
Y: 5
K: 0

HEX: 00acc9

HEX: 26b8d1

HEX: 66cddf

HEX: 99dee9

HEX: bfeaf1

PMS 7579C

85%

60%

40%

25%



R: 225
G: 89
B: 42

R: 229
G: 114
B: 74

R: 237
G: 155
B: 127

R: 243
G: 189
B: 170

R: 247
G: 213
B: 202

C: 7
M: 79
Y: 98
K: 1

C: 6
M: 68
Y: 77
K: 1

C: 4
M: 46
Y: 48
K: 0

C: 3
M: 30
Y: 29
K: 0

C: 2
M: 18
Y: 16
K: 0

HEX: e1592a

HEX: e5724a

HEX: ed9b7f

HEX: f3bdaa

HEX: f7d5ca

Uncoated color values — for use when printing on uncoated stock only

Delta Dental Green

PMS 361U

75%

60%

40%

25%



C: 74
M: 7
Y: 92
K: 0

C: 56
M: 1
Y: 67
K: 0

C: 45
M: 0
Y: 52
K: 0

C: 29
M: 0
Y: 33
K: 0

C: 18
M: 0
Y: 20
K: 0

Secondary colors

PMS 7679U

85%

60%

40%

25%



C: 63
M: 65
Y: 24
K: 5

C: 53
M: 53
Y: 21
K: 1

C: 35
M: 34
Y: 15
K: 0

C: 22
M: 21
Y: 8
K: 0

C: 12
M: 12
Y: 5
K: 0

PMS 3125U

85%

60%

40%

25%



C: 76
M: 12
Y: 19
K: 0

C: 71
M: 5
Y: 18
K: 0

C: 54
M: 0
Y: 13
K: 0

C: 37
M: 0
Y: 10
K: 0

C: 23
M: 0
Y: 5
K: 0

PMS 7579U

85%

60%

40%

25%



C: 7
M: 67
Y: 68
K: 1

C: 6
M: 56
Y: 55
K: 0

C: 4
M: 38
Y: 34
K: 0

C: 2
M: 25
Y: 20
K: 0

C: 2
M: 15
Y: 11
K: 0

Black color values

BLACK

85%

60%

25%

15%

5%



R: 0
G: 0
B: 0

R: 38
G: 38
B: 38

R: 102
G: 102
B: 102

R: 191
G: 191
B: 191

R: 217
G: 217
B: 217

R: 242
G: 242
B: 242

C: 0
M: 0
Y: 0
K: 100

C: 0
M: 0
Y: 0
K: 85

C: 0
M: 0
Y: 0
K: 60

C: 0
M: 0
Y: 0
K: 25

C: 0
M: 0
Y: 0
K: 15

C: 0
M: 0
Y: 0
K: 5

HEX: 000000

HEX: 262626

HEX: 666666

HEX: bfbfbf

HEX: d9d9d9

HEX: f2f2f2

For digital use only

For orange text <18pt (or <24 pixels), the following ADA compliant version is recommended for **Web applications**.



RGB: 195, 85, 0
CMYK: 0, 56, 100, 24
HEX: #c35500

For white text overlaid on green, the following ADA compliant version is recommended for **Web applications**:



RGB: 65, 169, 40
CMYK: 75, 7, 100, 1
HEX: #41A928

Color companion guide

Correct usage: supporting graphics

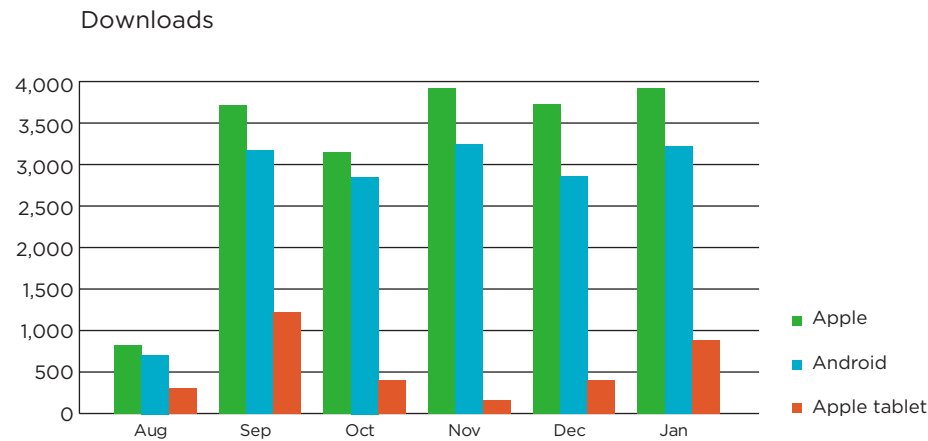
In charts and graphs with one data point, use Delta Dental Green. If there is more than one data point, use two additional base colors and their respective tints.

Use 85% or 100% black for X and Y-axis data and legends.

Use 85% or 100% black for rule lines.

Note on orange, PMS 7579:

Orange is a very strong color. Limit use of orange as a tertiary color. The chart shows correct use of orange for the smallest bar.



Tables should use one or two base colors. Tints should be greater than 25% and less than 85%. Use 100% black type on all tints less than 40% and white type on all solid colors and tints over 50%.

Use 85% or 100% black for rules.

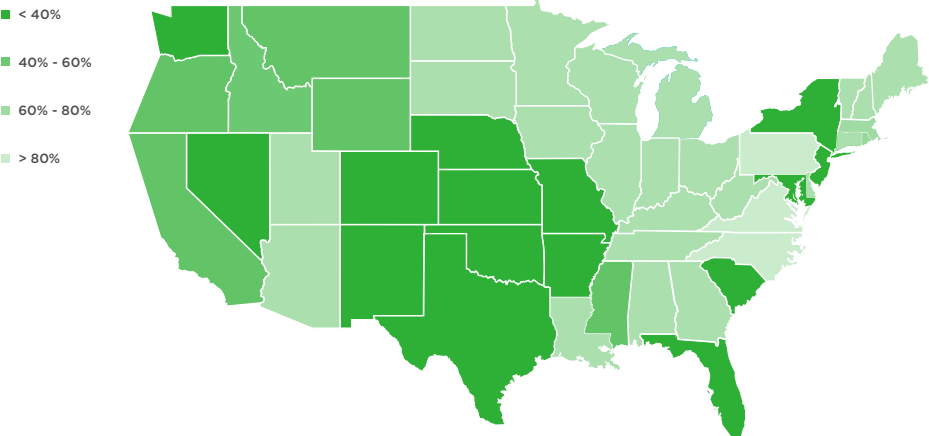
	Basic plan	High plan
Network access	PPO and Premier	PPO and Premier
Calendar year maximum	\$1,000	\$1,000
Deductible per adult	\$5	\$50
Covered services		
Preventive services		
Oral exams	PPO: 80%	PPO: 100%
Cleanings	Premier: 80%	Premier: 100%
X-rays	Non-par: 0%	Non-par: 0%

Color companion guide

Correct usage

Complex graphics should use as few colors as possible (e.g., one or two base colors and their tints).

Percentage of people on public water whose systems are fluoridated



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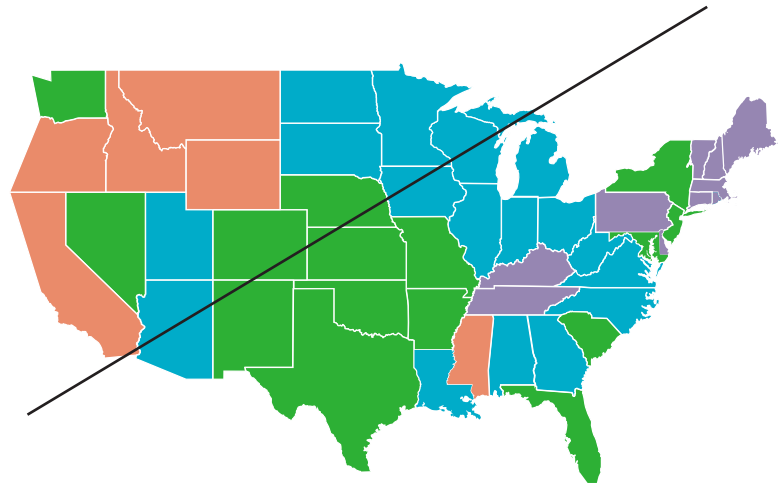
Color companion guide

Incorrect usage

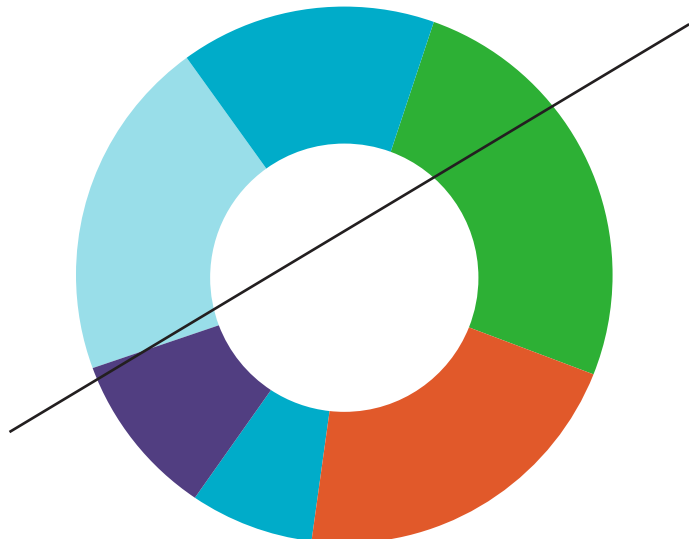
Use as few colors as possible in graphics.

Percentage of people on public water whose systems are fluoridated

- < 40%
- 40% - 60%
- 60% - 80%
- > 80%



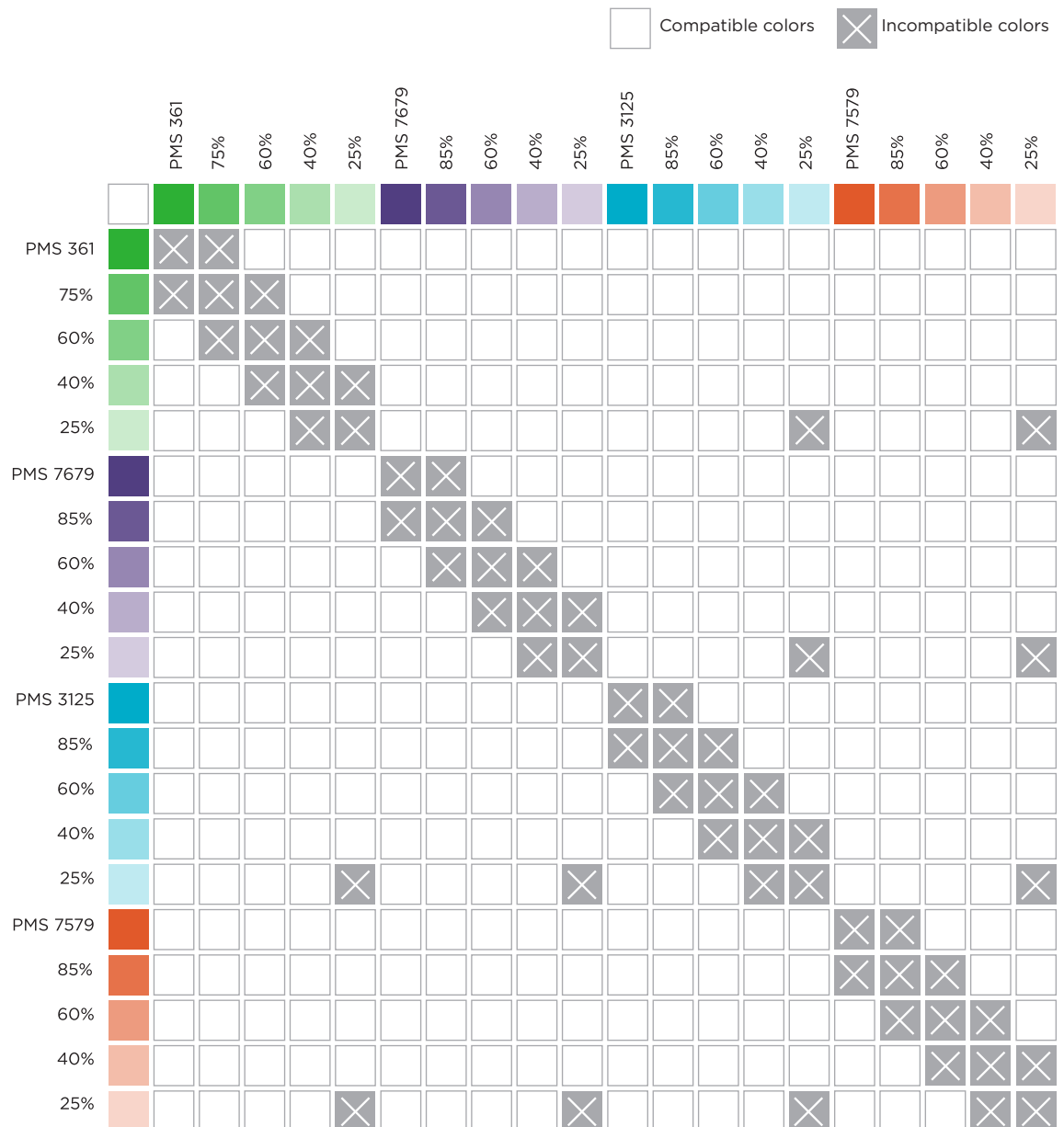
Downloads



Color companion guide

Correct usage compatibility chart

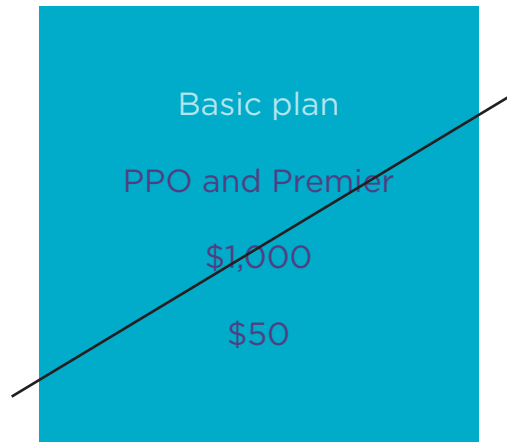
When selecting colors for complex charts, graphs, tables and graphics, consult this chart for combinations that are not compatible as they do not create sufficient visual distinction.



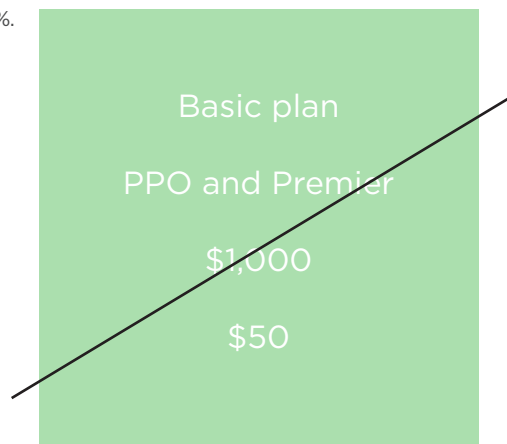
Color companion guide

Incorrect usage: text on color fields

Do not use color text on color fields.
Always use either 85% or 100% black or white for text.

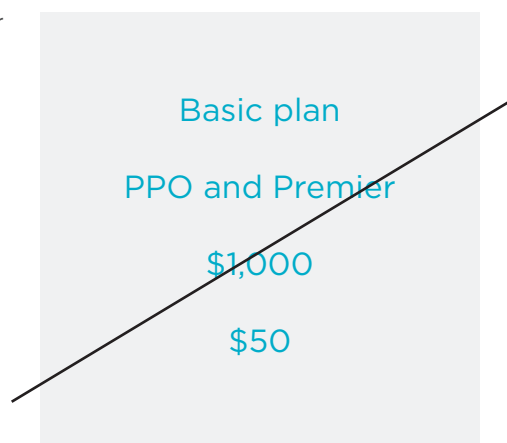


Do not use white type on tints less than 40%.



Do not use tints less than 25% or greater than 85%. The 5% and 15% black tint is acceptable to use.

Do not use color text on tints.



Color companion guide

Incorrect usage

Always use white text on base color fields.

