

Brand Colors

As of 4/1/24 – Swatches below show the CMYK values

Marine



Pantone: 3292 C
CMYK: 100, 42, 67, 33
RGB: 0, 78, 66
HEX#: 004e42

Uncoated Paper: 3292 U
Uncoated CMYK: 81, 41, 54, 18

Marine Tonal



Pantone: 3248 C
CMYK: 55, 0, 35, 0
RGB: 111, 199, 182
HEX#: 6FC7B6

Uncoated Paper: 3248 U
Uncoated CMYK: 56, 0, 35, 0

Seafoam



Pantone: 5445 C
CMYK: 28, 14, 12, 0
RGB: 182, 199, 210
HEX#: B6C7D2

Uncoated Paper: 5445 U
Uncoated CMYK: 30, 15, 11, 0

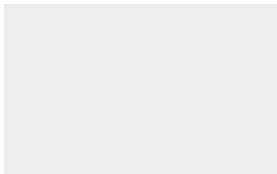
Seafoam Tonal



Pantone: 6117 C
CMYK: 77, 54, 43, 19
RGB: 63, 82, 91
HEX#: 3F525B

Uncoated Paper: 6117 U
Uncoated CMYK: 63, 47, 35, 7

Mist



Pantone Print: Cool Gray 2 C @ 40%
Pantone Embroidery: 663 C
CMYK: 2, 1, 2, 5
RGB: 249, 249, 249
HEX#: f9f9f9

Atlantic Green



Pantone: 6140 C
CMYK: 92, 32, 50, 9
RGB: 0, 128, 128
HEX#: 008080

Veranda Gold



Pantone: 7409 C
CMYK: 4, 32, 98, 0
RGB: 240, 179, 35
HEX#: f0b323

Presumpscot Blue



Pantone: 2192 C
CMYK: 93, 29, 0, 0
RGB: 42, 120, 203
HEX#: 2A78CB

Casco Orange



Pantone: 6019 C
CMYK: 0, 71, 100, 0
RGB: 244, 107, 16
HEX#: F46B10

Utility Light Gray



Pantone: Cool Grey 3 C
CMYK: 22, 14, 16, 0
K: 24
RGB: 197, 203, 204
HEX#: C5CBCC

Utility Dark Gray



Pantone: Cool Grey 11 C
CMYK: 68, 62, 59, 48
K: 89
RGB: 62, 62, 63
HEX#: 3E3E3F

Brand Colors



Seafoam and
Seafoam Tonal

Casco Orange

Atlantic Green

Veranda Gold

Presumpscot Blue

 Martin's Point



Marine with
Marine Tonal

Casco Orange

Atlantic Green

Veranda Gold

Presumpscot Blue

 Martin's Point

Cool Gray 2

Cool Gray 3
(Utility Light Gray)

Cool Gray 2 at 40% (As Printed Version of "Mist")

