



## Primary/Secondary Colors & Usage

Color is a critical component of the **Rural Futures Word Mark**. The exclusive color combinations: PMS 370, PMS 618 and 40% Black should be whenever possible. The use of Pantone color matching is preferred. However, depending on usage, the primary colors can be converted to CMYK, RGB or Hexidecimal as specified.

Use of the three primary colors as accents is both acceptable and encouraged.



Pantone  
PMS 370



cmk = 64c  
5m  
100y  
24k



RGB = 91r  
143g  
34b



Hexadecimal  
669933



Pantone  
PMS 618



cmk = 11c  
10m  
68y  
25k



RGB = 174r  
164g  
68b



Hexadecimal  
ada344



40% Black

