









RASIRC Corporate Identity Style Guidelines

Logo Color Palette

Pantone® Spot Colors are recommended for printing consistency. The Pantone color conversions are as follows:

Pantone®		PMS 646 Coated For use with coated paper stock.	PMS 646 Uncoated For use with uncoated paper stock.	Pantone®		PMS 3265 Coated For use with coated paper stock.	PMS 3265 Uncoated For use with uncoated paper stock.
Process		C = 83 M = 52 Y = 10 K = 2	C = 83 M = 52 Y = 10 K = 2	Process		C = 62 M = 0 Y = 36 K = 0	C = 62 M = 0 Y = 36 K = 0
RGB		R = 54 G = 116 B = 163 Hex = 3674A3		RGB		R = 70 G = 212 B = 193 Hex = 46D3C2	
Web Safe		R = 51 G = 102 B = 153 Hex = 336699		Web Safe		R = 51 G = 204 B = 204 Hex = 33CCCC	