

Color

AVID Center uses a bright, optimistic color palette. The primary colors used in AVID design, as seen in our logo, are bright blue and goldenrod, as shown below (Pantone® 661 and 1235).

Primary Colors



BRIGHT BLUE

Pantone 661

C 98 R 34
M 86 G 70
Y 1 B 156
K 0
21459c



GOLDENROD

Pantone 1235

C 0 R 253
M 29 G 186
Y 91 B 59
K 0
fdb931

Secondary Colors



PUMPKIN

Pantone 144

C 0 R 248
M 48 G 152
Y 100 B 29
K 0
f7971c



ACTION RED

Pantone 1935

C 18 R 191
M 94 G 50
Y 94 B 45
K 8
be322d



VERY BERRY

Pantone 253

C 43 R 157
M 95 G 50
Y 0 B 147
K 0
9d3293



DEEP PURPLE

Pantone Violet

C 100 R 89
M 100 G 20
Y 0 B 159
K 0
59149f



AQUA

Pantone 312

C 96 R 0
M 0 G 173
Y 25 B 197
K 0
00afdb



WICKED GREEN

Pantone 370

C 62 R 101
M 1 G 141
Y 100 B 27
K 25
658d1b

Neutral Colors



DARK GRAY

C 0 R 90
M 0 G 90
Y 0 B 90
K 80
5a5a5a



LIGHT GRAY

C 0 R 90
M 0 G 90
Y 0 B 90
K 20
d1d2d4