YMCA COLOR PALETTES



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FOR SOCIAL RESPONSIBILITY

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Main palette

	Light	Medium	Dark
Green	C 70 M 0 Y 30 K 0 R 32 G 189 B 190 #20bdbe PMS 7472 C	C 95 M 0 Y 55 K 0 R1 G 164 B 144 #01a490 PMS 3268 C *	C 100 M 55 Y 65 K 0 R 0 G 107 B 107 #006b6b PMS 3298 C
Blue	C 100 M 0 Y 0 K 0 R 0 G 174 B 239 #00aeef PMS Process Cyan C *	C 100 M 30 Y 0 K 0 R 0 G 137 B 208 #0089d0 PMS 3005 C	C 100 M 65 Y 0 K 0 RO G 96 B 175 #0060af PMS 661 C
Purple	C 20 M 100 Y 0 KO R 198 G 22 B 141 #c6168d PMS 233 C	C 50 M 100 Y 0 K 0 R 146 G 39 B 143 #92278f PMS 2415 C *	C 80 M 100 Y 0 K 0 R 92 G 46 B 145 #5c2e91 PMS 268 C
Red	C 0 M 80 Y 100 K 0 R 241 G 89 B 43 #f15922 PMS 166 C	C 0 M 100 Y 100 K 0 R 237 G 28 B 36 #ed1c24 PMS 485 C *	C 39 M 100 Y 100 K 0 R 169 G 43 B 49 #a92b31 PMS 1807 C
Orange	C 0 M 35 Y 100 K 0 R 252 G 175 B 23 #fcaf17 PMS 137 C *	C 0 M 65 Y 100 K 0 R 244 G 121 B 32 #f47920 PMS 152 C	C 10 M 80 Y 100 K 0 R 221 G 88 B 40 #dd5828 PMS 173 C

* Denotes colors used in 2-color PMS logo

Gray and Black

C 0 M 0 Y 0 K 75
R 99 G 100 B 102
#636466
PMS Cool Gray 11 C

C 0 M 0 Y 0 K 100
R 35 G 31 B 32
#231f20
PMS Process Black C

Chart Guide

	Shade
Color	CMYK RGB Hexadecimal Pantone

COLOR PAINT APPLICATION

PAINT FOR COLOR PALETTE

To select paint color that aligns with our color palette there are three options: custom paint from Behr®, using online selection tools to match to other paint manufacturers or using our PMS numbers.

1. Custom Behr paint

Custom paint colors that align with our YMCA color palette have been developed by Behr and are now available at Home Depot® retail stores. Please note: the color chart listed to the right are Behr's custom color names that align with each one of the colors in our palette. Use these names when ordering Behr paint at Home Depot.

How to order: To get the Y discount on your Home Depot paint orders, take the color chart to the Pro Desk at your nearest Home Depot, or phone, fax or e-mail your order. Tell the associate the YMCA color and code listed below the paint swatch and specify the Behr® Premium Plus Ultra® and Behr Premium Plus® paint type, quantity and sheen you require. A custom tinted primer coat may be required with the darker brand colors. Give the Pro Desk associate the YMCA master account phone number: 1.800.872.9622 and mention that the Y is part of the Home Depot Pro Rewards program. Ask the associate to name your painting project. This makes it easy if you want to reorder the same color. Inquire regarding other products that are available as part of the Home Depot Pro Rewards program, such as painting supplies and materials.

2. Other Paint Manufacturers

Online Selection tool: Go to http://www.easyrgb.com/index.php?X=SEEK and put in the desired RGB colors from our color palette (see page 8). Then select a paint company and it will provide the four closest colors it can offer. Many paint manufacturers are offered on this site so you have a choice of vendors.

PMS Numbers: Take PMS chips, if your vendor has them, or the color palette from the Y Graphic Standards Guide to a paint supplier and ask the supplier to mix to match.

CAUTIONARY NOTE:

Verify paint compatibility with, and application and adhesion to, existing surfaces with manufacturers.

Behr Custom Paint Colors



† FOR DEEP COLORS DENOTED WITH A DAGGER (†) ON THE COLOR CHIP, APPLY A CUSTOM-TINTED PRIMER COAT. COLORS MAY VARY BASED ON LIGHT SOURCE AND PAINT SHEEN.

PAINT COLORS THAT HARMONIZE WITH THE BRAND COLORS

Explore the colors provided here when painting areas such as large wall surfaces where you may not be using one of our brand colors for the entire space but do need to harmonize with brand color accents so that they stand out as bold and vibrant.

These colors are from Behr paints' existing paint selection. They are not custom colors but are part of the Y discount offered through the Home Depot Pro Rewards program. Inquire regarding other products that are available as part of the Home Depot Pro Rewards program, such as painting supplies and materials.

Even though these colors reference Behr, Ys can use any paint manufacturer with these examples for reference.

CAUTIONARY NOTE:
Verify paint compatibility with, and application and adhesion to, existing surfaces with manufacturers.

Behr Standard Paint Colors for Reference

