

Colors

Our colors were carefully chosen to bring humanity and vitality to our communications. Use color to create boldness through contrast. But be careful, because too many colors can result in design that lacks focus and clarity.

PMS 2756 C is referred to as **Hologic blue**.


Uncoated usage:

Contact Brand Management for color usage on uncoated stock.

PRIMARY COLORS



PANTONE
PMS 2756 C
CMYK
100, 94, 0, 20
RGB
43, 41, 103
Hex
#2b2967



PANTONE
PMS 3135 C
CMYK
100, 2, 29, 1
RGB
0, 138, 173
Hex
#008aad

ACCENT COLORS



PANTONE
PMS 348 C
CMYK
96, 22, 100, 9
RGB
0, 132, 61
Hex
#00843d



PANTONE
PMS Purple C
CMYK
34, 88, 0, 0
RGB
187, 41, 187
Hex
#bb29bb



PANTONE
PMS 212 C
CMYK
0, 78, 8, 0
RGB
243, 80, 153
Hex
#f35099



PANTONE
PMS Red 032 C
CMYK
0, 93, 76, 0
RGB
239, 51, 64
Hex
#ef3340



PANTONE
PMS 021 C
CMYK
0, 83, 100, 0
RGB
254, 80, 0
Hex
#fe5000



PANTONE
PMS 1235 C
CMYK
0, 31, 98, 0
RGB
255, 177, 0
Hex
#ffb100



PANTONE
PMS Yellow C
CMYK
1, 9, 99, 0
Yellow not to be used in digital assets



PANTONE
PMS Cool Gray 6 C
CMYK
33, 24, 20, 2
RGB
167, 168, 169
Hex
#a7a8a9