










		PANTONE	CMYK	RGB	WEB
1		Pantone 186	C: 000 M: 100 Y: 081 K: 004	R: 242 G: 000 B: 023	EF1217
2		Pantone 195	C: 000 M: 100 Y: 060 K: 055	R: 112 G: 000 B: 023	700017
3		Pantone Cool Gray 7	C: 00 M: 00 Y: 00 K: 37	R: 161 G: 161 B: 161	A1A1A1
4		Pantone Cool Gray 11	C: 00 M: 02 Y: 00 K: 68	R: 82 G: 80 B: 81	525051
Primary					
Secondary					
5		Pantone 284	C: 055 M: 019 Y: 000 K: 000	R: 115 G: 165 B: 204	73A5CC
6		Pantone 7408	C: 000 M: 025 Y: 095 K: 000	R: 255 G: 191 B: 015	FFBE0E
7		Pantone 382	C: 029 M: 000 Y: 100 K: 000	R: 181 G: 220 B: 016	B5DC10
8		Pantone Process Black	C: 00 M: 00 Y: 00 K: 100	R: 000 G: 000 B: 000	000000
9		White	C: 00 M: 00 Y: 00 K: 00	R: 255 G: 255 B: 255	FFFFFF

Core Elements Color Palette

Print Specifications Chart

To ensure that the Ohio brand communicates consistently and true to brand equity, an extensive 9-color palette has been developed for use in all applications. Only these colors should be used for Ohio materials.

The core colors for Ohio are Pantone 186 red and Pantone 195 red. These colors are warm, energetic and straightforward; they reinforce the distinctiveness of the brand. These core colors are strong tools to effectively communicate the brand in advertising and collateral materials. A range of other colors has been chosen to complement the core colors, adding personality and flexibility to the palette.