



Brand Color Palette

Brand Guidelines
July 2014

The Integrated Healthcare Association color palette reinforces the organization's brand. The primary palette incorporates the existing logo colors, turquoise and warm grey. The secondary palette incorporates a color scheme to enhance and extend the primary logo colors, and to create a clean, open, and contemporary feel consistent with the organization's goals. Secondary palette colors reinforce the connection with the primary logo colors and work across various media.

The secondary palette composed of vibrant accent colors provides a sense of vibrancy and sophistication to enhance the organization's brand.

PRIMARY PALETTE

IHA TURQUOISE PMS 320C CYMK C100 M11 Y38 K0 RGB R0 G153 B168	IHA GREY PMS 430C CYMK C55 M41 Y38 K4 RGB R125 G134 B140	RED CYMK C23 M100 Y79 K16 RGB R169 G29 B54
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SECONDARY PALETTE

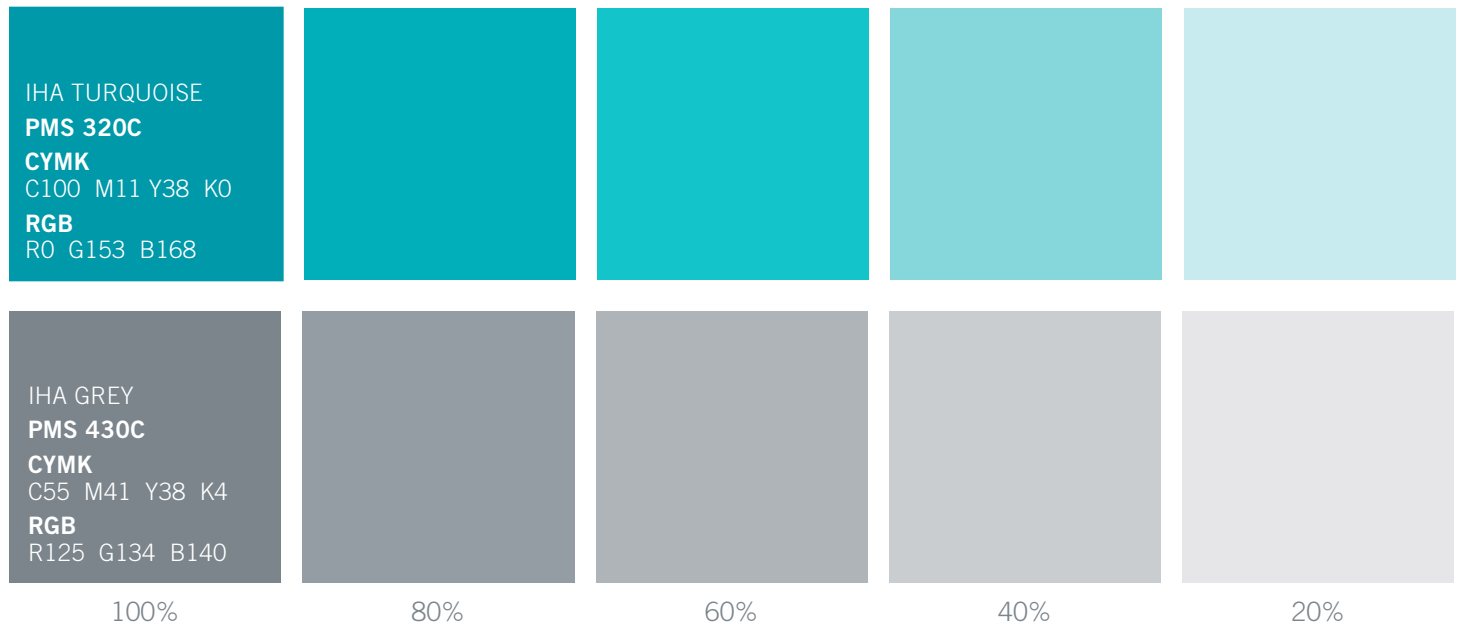
LIGHT YELLOW CYMK C1 M16 Y53 K0 RGB R253 G213 B138	MEDIUM YELLOW CYMK C5 M20 Y100 K0 RGB R243 G199 B22	YELLOW-ORANGE CYMK C6 M37 Y91 K0 RGB R237 G167 B53	ORANGE CYMK C6 M62 Y100 K0 RGB R231 G124 B37	RED-ORANGE CYMK C10 M77 Y99 K1 RGB R218 G94 B40
LIGHT GREEN CYMK C7 M0 Y45 K0 RGB R215 G231 B164	YELLOW-GREEN CYMK C40 M5 Y85 K0 RGB R243 G199 B22	GREEN CYMK C63 M16 Y100 K0 RGB R112 G167 B67	LIGHT TURQUOISE CYMK C71 M0 Y23 K0 RGB R13 G189 B202	DARK TURQUOISE CYMK C88 M39 Y37 K7 RGB R0 G120 B139
GREY CYMK C45 M30 Y30 K0 RGB R148 G161 B166	LIGHT GREY – 60% CYMK C45 M30 Y30 K0 RGB R148 G161 B166	LIGHT PURPLE CYMK C47 M47 Y10 K0 RGB R144 G135 B178	BLUE CYMK C76 M37 Y11 K0 RGB R62 G136 B184	DARK BLUE CYMK C88 M71 Y19 K4 RGB R55 G87 B142

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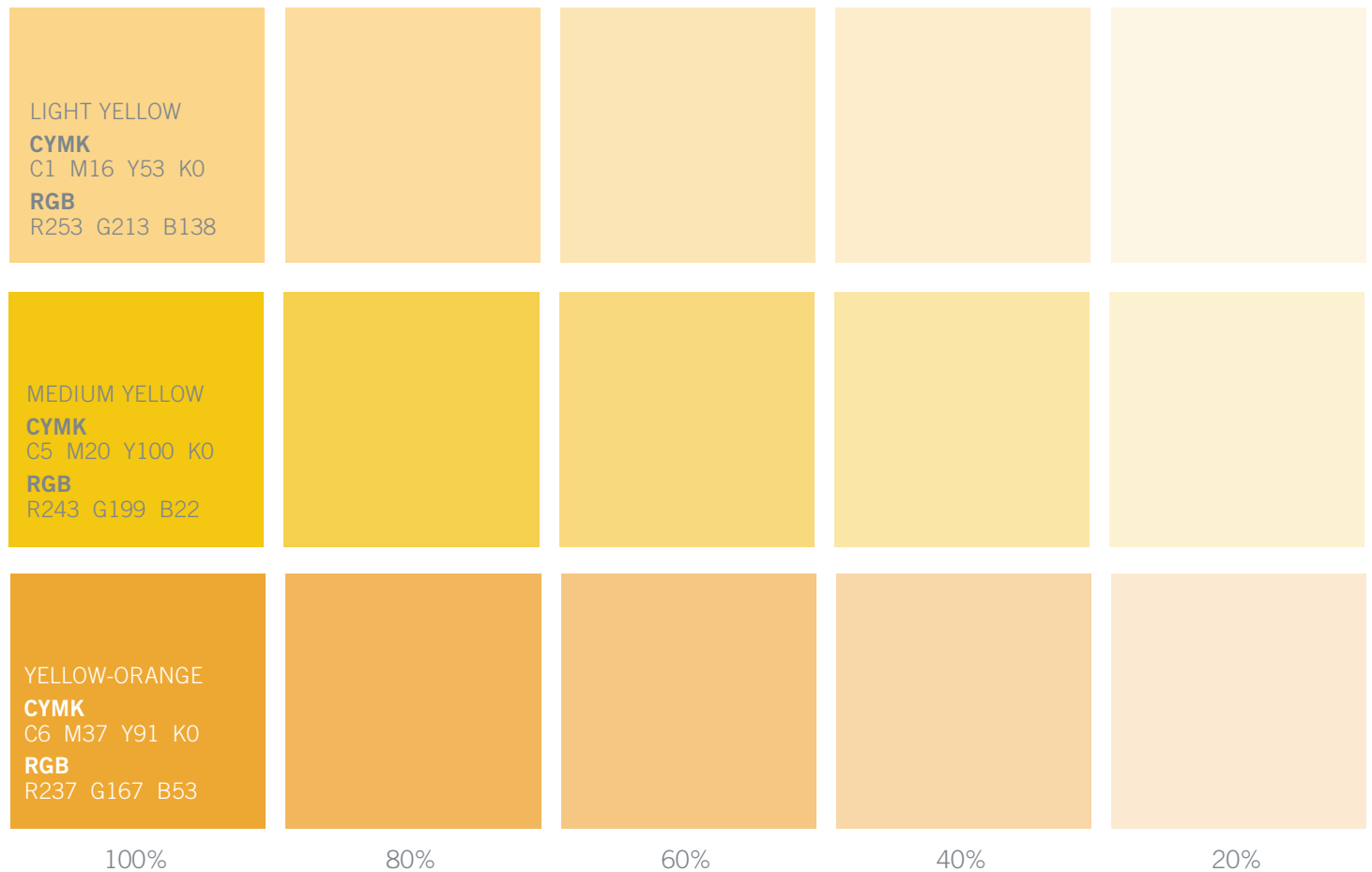
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PRIMARY PALETTE: SCREEN PERCENTAGES



SECONDARY PALETTE: SCREEN PERCENTAGES



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SECONDARY PALETTE: SCREEN PERCENTAGES

ORANGE CYMK C6 M62 Y100 K0 RGB R231 G124 B37				
RED-ORANGE CYMK C10 M77 Y99 K1 RGB R218 G94 B40				
RED CYMK C23 M100 Y79 K16 RGB R169 G29 B54				
LIGHT GREEN CYMK C7 M0 Y45 K0 RGB R215 G231 B164				
YELLOW-GREEN CYMK C40 M5 Y85 K0 RGB R243 G199 B22				
100%	80%	60%	40%	20%

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GREEN CYMK C63 M16 Y100 K0 RGB R112 G167 B67				
LIGHT TURQUOISE CYMK C71 M0 Y23 K0 RGB R13 G189 B202				
DARK TURQUOISE CYMK C88 M39 Y37 K7 RGB R0 G120 B139				
GREY CYMK C45 M30 Y30 K0 RGB R148 G161 B166				
LIGHT PURPLE CYMK C47 M47 Y10 K0 RGB R144 G135 B178				
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