

COLOR PALETTE



Methodist Blue
Pantone: 7694
CMYK: 100, 57, 9, 52
RGB: 18, 74, 126
HEX: 124A7E

NOTE: Color not approved for use as tints



Houston Accent Blue
Pantone: 645
CMYK: 56, 21, 2, 8
RGB: 116, 154, 187
HEX: 749ABB

Secondary Color Palette



Dark Green / Pantone: 575
CMYK: 55, 9, 95, 45 / RGB: 106, 129, 59
HEX: 69813A



Gray / Pantone: 422
CMYK: 19, 12, 13, 34 / RGB: 142, 143, 144
HEX: 8E8F90



Mulberry Red / Pantone: 201
CMYK: 7, 100, 68, 32 / RGB: 172, 0, 51
HEX: AB0032



Orange / Pantone: 1665
CMYK: 0, 79, 100, 0 / RGB: 226, 67, 1
HEX: E24301



Turquoise / Pantone: 322
CMYK: 97, 9, 39, 34 / RGB: 0, 112, 120
HEX: 007078

Review the *Houston Methodist Brand Guide* for more information on using the secondary and tertiary colors.



Black
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: 000000



Rich Black (Methodist M)
CMYK: 75, 68, 67, 90
RGB: 0, 0, 0
HEX: 000000

Tertiary Color Palette



Chartreuse / Pantone: 612
CMYK: 7, 5, 100, 20 / RGB: 199, 176, 0
HEX: C7B000



Pink / Pantone: 240
CMYK: 20, 89, 0, 0 / RGB: 203, 43, 153 / HEX: CB2B99
(for women's services and breast cancer awareness only)



Red / Pantone: 1788
CMYK: 0, 88, 82, 0 / RGB: 247, 50, 63 / HEX: F6323E
(for print advertising headline and emergency medicine use only and not approved for use as tints)



Champagne / Pantone: 8003C



Silver / Pantone: 877C



Metallic Dark Blue / Pantone: 8183C



Metallic Light Blue / Pantone: 8240C

— Metallics