



PRIMARY



ON LIGHT BACKGROUND



ON DARK BACKGROUND

MONOCHROME



SCRIPT



PRIMARY



FIRE ENGINE RED
PANTONE 199 C
CMYK: 0, 100, 79, 0
RGB: 213, 0, 50
HEX: #D50032



NAVY PIER BLUE
PANTONE 2758 C
CMYK: 100, 83, 0, 47
RGB: 0, 30, 98
HEX: #21275D

SECONDARY



CHICAGO BLUE
PANTONE 298 C
CMYK: 65, 3, 0, 0
RGB: 65, 182, 230
HEX: #41B6E6



STEEL GRAY
PANTONE 447 C
CMYK: 70, 57, 63, 65
RGB: 55, 58, 54
HEX: #373A36



EXPO WHITE
PANTONE 7500 C 20% TINT
CMYK: 5, 3, 8, 0
RGB: 242, 247, 235
HEX: #F2F7EB

TERTIARY



CHAMPIONS GOLD
PANTONE 136 C
CMYK: 0, 22, 83, 0
RGB: 255, 191, 63
HEX: #FFBF3F