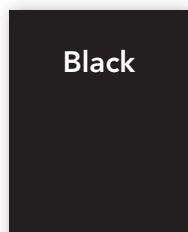


Wake Forest Primary Color Palette



PANTONE®
Black

CMYK: 0/0/0/100
RGB: 0/0/0
HEX: 1E1E1E

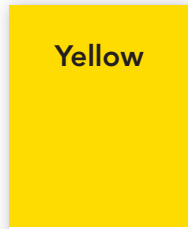


PANTONE®
8640

CMYK: 35/45/92/12
RGB: 158/126/56
HEX: 9E7E38

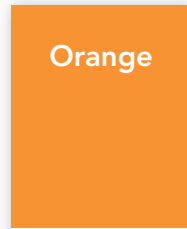
Secondary Color Palette

Any of these colors can be used as an **accent color** to any of the audience-based color groupings indicated below.



PANTONE®
109

CMYK: 0/10/100/0
RGB: 255/218/0
HEX: FED100



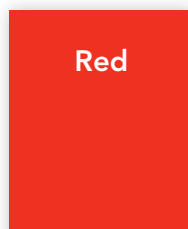
PANTONE®
716

CMYK: 0/50/90/0
RGB: 236/122/8
HEX: EC7A08



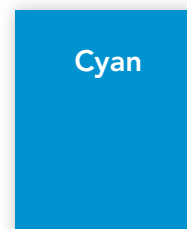
PANTONE®
390

CMYK: 22/0/100/8
RGB: 182/191/0
HEX: B6BF00



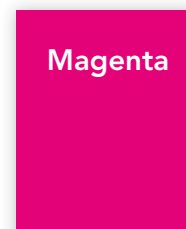
PANTONE®
1795

CMYK: 0/94/95/2
RGB: 205/32/44
HEX: CD202C



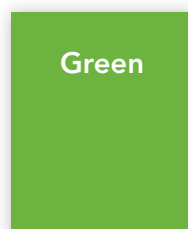
PANTONE®
Process Blue

CMYK: 100/10/0/5
RGB: 0/136/195
HEX: 0088CE



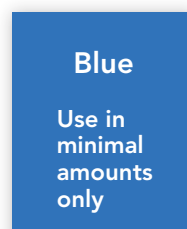
PANTONE®
Rubine Red

CMYK: 0/100/18/3
RGB: 220/15/89
HEX: CA005D



PANTONE®
369

CMYK: 65/0/98/2
RGB: 88/166/24
HEX: 58A618



PANTONE®
7455

CMYK: 80/53/0/0
RGB: 64/96/175
HEX: 4060AF



PANTONE®
2602

CMYK: 65/100/0/0
RGB: 124/16/154
HEX: 7C109A

Color Groupings by Audience / Entity

Below are the first-line colors for our individual audiences and entities.

Use the indicated colors **first**. Add other colors from the Secondary palette only if needed.

NOTE: Black and Gold can be used instead of, or in addition to, these first-line colors.

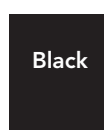
Audience/Entity:
External Clinical Consumer /
Wake Forest Baptist Health



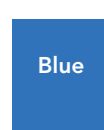
Audience/Entity:
External Clinical Consumer /
Brenner Children's Hospital



Audience/Entity:
Academic (School of Medicine)
and Corporate (Medical Center)



Audience:
Internal



Entity:
Wake Forest Innovations



Entity:
Wake Forest
Innovation Quarter

