Wake Forest Primary Color Palette

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

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
Yellow   Orange   Lime Green   Red

Audience/Entity: External Clinical Consumer / Brenner Children’s Hospital
Yellow   Orange   Magenta   Cyan   Green

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

Audience: Internal
Yellow   Orange   Blue

Entity: Wake Forest Innovations
Orange   Cyan

Entity: Wake Forest Innovation Quarter
Lime Green   Cyan   Red   Orange