

Color palette

The colors selected to represent the Crump brand include our primary blue (Pantone 300c) used in our main Crump logo as well as a palette of complementary colors. This palette helps to visually communicate our company as being strong, stable, innovative and dynamic.

Main Colors

#005cb9 PMS 300	C	100
	M	62
	Y	7
	K	0
	R	0
	G	92
	B	185

#000000 Black

#FFFFFF White

Secondary Colors

#415464 PMS 7545	C	77
	M	60
	Y	44
	K	25
	R	65
	G	84
	B	100

#248dc1 PMS 7689	C	79
	M	33
	Y	7
	K	0
	R	33
	G	141
	B	194

#a1c7e3 PMS 543	C	35
	M	11
	Y	3
	K	0
	R	162
	G	199
	B	226

#d1dbe5 PMS 642	C	16
	M	8
	Y	5
	K	0
	R	210
	G	220
	B	229

#ffb259 PMS 150	C	0
	M	35
	Y	73
	K	0
	R	255
	G	178
	B	89

#53555a Cool Gray 11	C	66
	M	57
	Y	51
	K	29
	R	84
	G	86
	B	90

#75767a Cool Gray 9	C	56
	M	47
	Y	44
	K	10
	R	118
	G	119
	B	122

#979899 Cool Gray 7	C	43
	M	35
	Y	35
	K	1
	R	151
	G	152
	B	154

#b1b1b1 Cool Gray 5	C	31
	M	25
	Y	26
	K	0
	R	177
	G	177
	B	177

#c7c7c7 Cool Gray 3	C	21
	M	17
	Y	17
	K	0
	R	200
	G	200
	B	200

Tertiary Colors

(for use with tables/charts)

#bbc391 PMS 7493	C	29
	M	14
	Y	50
	K	0
	R	187
	G	195
	B	146

#b5cdcf PMS 5523	C	29
	M	10
	Y	16
	K	0
	R	181
	G	205
	B	207

#9c93c1	C	40
	M	41
	Y	3
	K	0
	R	156
	G	147
	B	194

#a72428	C	30
	M	100
	Y	100
	K	0
	R	167
	G	36
	B	40

#5a7172 PMS 5555	C	67
	M	35
	Y	56
	K	11
	R	90
	G	127
	B	114

Red/Green

(for use with yes/no, positive/negative, etc. graphics)