

5.1 Primary and Secondary Color Palette

- In all cases of **logo design**, the Primary ITE dark blue (PMS 308) is saved for the ITE Parent part of the logo. Primary Cyan (PMS 631) should also only be used in ITE International logos, such as Council and Committee logos shown in section 4.10. The Primary and Secondary palette colors should not be used by Districts, Sections, and Chapters in creation of their own logos (aside from PMS 308 being used for the ITE Parent Logo part of the logo and PMS Cool Gray 8 being an option for the Student Chapter line of separation).
- Outside of logo design, Districts, Sections, and Chapters can use the Primary and Secondary color palettes in applications as part of the graphic identity to tie back to the Parent ITE International brand. Examples are using Primary ITE dark blue (PMS 308) as the footer color on a District website, with graphic elements in the Secondary palette, supported by the use of the chosen Tertiary palette distinct to the District, Section, or Chapter.

Primary

PMS 308	PMS 631	PMS Cool Gray 8	PMS 656
C 100 M 18 Y 8 K 50	C 74 M 0 Y 13 K 0	C 23 M 16 Y 13 K 46	C 10 M 2 Y 0 K 0
R 0 G 88 B 124	R 62 G 177 B 200	R 136 G 139 B 141	R 221 G 229 B 237
Hex 00587C	Hex 3EB1C8	Hex 888B8D	Hex DDE5ED

Secondary

PMS 1788	PMS 166	PMS 124	PMS 369	PMS 260
C 0 M 88 Y 82 K 0	C 0 M 76 Y 100 K 0	C 0 M 30 Y 100 K 0	C 68 M 0 Y 100 K 0	C 66 M 100 Y 8 K 27
R 238 G 39 B 55	R 227 G 82 B 5	R 234 G 170 B 0	R 100 G 167 B 11	R 100 G 38 B 103
Hex EE2737	Hex E35205	Hex EAAA00	Hex 64A70B	Hex 642667



5.2 Primary and Secondary Color Palette Shades

Primary Shades

308 100%	631 100%	Cool Gray 8 100%
60%	60%	60%
30%	30%	30%

Secondary Shades

1788 100%	166 100%	124 100%	369 100%	260 100%
60%	60%	60%	60%	60%
30%	30%	30%	30%	30%



5.3 Tertiary Color Palette

- Districts, Sections, and Chapters may choose one color from the Tertiary Color Palette for their logo.

Tertiary

302	2200	5405	7472	555	363	377	624
C 100 M 77 Y 40 K 30	C 70 M 18 Y 26 K 0	C 74 M 46 Y 33 K 7	C 77 M 14 Y 38 K 0	C 75 M 42 Y 95 K 37	C 78 M 29 Y 99 K 15	C 52 M 20 Y 100 K 2	C 84 M 29 Y 65 K 12
R 0 G 59 B 92	R 70 G 164 B 181	R 79 G 117 B 139	R 33 G 164 B 165	R 57 G 88 B 46	R 63 G 125 B 60	R 137 G 164 B 46	R 29 G 127 B 106
Hex 003B5C	Hex 46A4B5	Hex 4F758B	Hex 21A4A5	Hex 39582E	Hex 3F7D3C	Hex 89A42E	Hex 1D7F6A

110	130	158	186	1797	7432	5125	2685
C 20 M 28 Y 100 K 0	C 10 M 46 Y 100 K 0	C 8 M 75 Y 100 K 1	C 12 M 100 Y 91 K 3	C 22 M 99 Y 91 K 13	C 29 M 83 Y 36 K 3	C 51 M 93 Y 46 K 39	C 92 M 100 Y 29 K 19
R 209 G 174 B 35	R 227 G 149 B 34	R 224 G 98 B 37	R 207 G 32 B 47	R 175 G 34 B 44	R 178 G 76 B 113	R 98 G 32 B 68	R 58 G 34 B 100
Hex D1AE23	Hex E39522	Hex E06225	Hex CF202F	Hex AF222C	Hex B24C71	Hex 622044	Hex 3A2264



5.4 Tertiary Color Palette Shades

- Districts, Sections, and Chapters use one Tertiary color at 100% opacity. Shades of 60% and 30% of that same logo color may be used for other graphic assets, together with the ITE Primary Color Palette.

Tertiary Shades

302 100%	2200 100%	5405 100%	7472 100%	555 100%	363 100%	377 100%	624 100%
60%	60%	60%	60%	60%	60%	60%	60%
30%	30%	30%	30%	30%	30%	30%	30%
110 100%	130 100%	158 100%	186 100%	1797 100%	7432 100%	5125 100%	2685 100%
60%	60%	60%	60%	60%	60%	60%	60%
30%	30%	30%	30%	30%	30%	30%	30%



5.5 Color System and Models

These guidelines provide colors from the Pantone Color System and best matching values for the CMYK, RGB, and Hex color models.

Pantone

The Pantone Color System is a standardized color matching system, which is widely used around the world. It was devised to help printers and designers to specify and control colors for printing projects. Pantone colors are used as the basis for identifying the ITE primary, secondary, and tertiary color palettes.

CMYK

CMYK (Cyan, Magenta, Yellow, and Key (Black)) is a color model and standard for reproducing colors on printed materials.

RGB

RGB (Red, Green, and Blue) is a color model and standard for reproducing colors for digital display.

Hex

Hex (Hexadecimal color) is a color model and standard for reproducing colors for digital display.

Color Variation

100% color accuracy among the color models is not possible. Print and digital display variation is to be expected.

- Different digital displays and printer configurations result in different online and print outcomes.
- Different software applications, i.e., Adobe, MS Office, Canva, etc. manage color differently and may produce different results.

