

The Arc color palette

Our color palette emphasizes the energy of The Arc as an organization. This unique combination of colors is intended to create instant association with The Arc. By using this color palette powerfully and consistently over time, we expect to “own” these colors in the public eye.

The primary color is The Arc Orange, which embodies the embracing and determined spirit of The Arc. It is consistently present in communication materials as part of the logo.

To allow the logo to stand out, The Arc Yellow is the primary support color for backgrounds and the brushstroke supergraphic (see page 21). The Arc Orange is used for typography and as an accent at the bottom of communication pieces.

The Arc Gray and The Arc Blue are part of the secondary palette. They allow the logo to be the hero while adding flexibility within communications.

Tints of The Arc Yellow, The Arc Gray and The Arc Blue may be used accordingly (more about this on page 23). The Arc Orange should never be used as a tint.



The Arc Orange
PANTONE 158C
C0 M64 Y100 K0
R234 G113 B37
HEX #EA7125

The Arc Yellow
PANTONE 116C
C0 M12 Y100 K0
R255 G203 B0
HEX #FECB00

The Arc Blue
PANTONE 5405C
C71 M30 Y13 K41
R68 G105 B125
HEX #44697D

The Arc Gray
80% Black
C0 M0 Y0 K80
R71 G71 B71
HEX #474747

White
C0 M0 Y0 K0
R255 G255 B255
HEX #FFFFFF