

# Fermilab Color Palette

Fermilab's core color is NAL Blue, developed for Fermilab in the 1970s by the Rustoleum® paint company. The laboratory's original color palette was developed using a selection of off-the-shelf paint colors used for tractors and farm equipment. The palette was meant to reference the farms that previously occupied the land. The current palette reflects this heritage, maintaining several original core colors while providing a range of tints and shades that reflect modern design needs and sensibilities.

The color palette is one of the most important recognition factors of the Fermilab brand. Use of color outside of the palette is strongly discouraged in print and electronic graphic applications that are intended to carry the Fermilab brand, messages and mission.

Shown below are seven signature colors (featured in the center

panel) with the corresponding tints and shades displayed on either side. The secondary palette is intended to complement the primary color. When choosing colors to use, it is recommended to avoid mixing signature colors with other secondary tints and shades.

The appropriate color is based on the Pantone Color Standard. For matching, please refer to the current editions of the Pantone Color Publications. Each Pantone Color (PMS) listed below is followed by a C, for print on coated substrates, or a U, for print on uncoated substrates. Since substrates and processes can affect color, the CMYK, RGB and hex equivalents are guidelines only and should not be considered exact matches. NOTE: The swatches on this page are shown in the RGB equivalent color and are subject to differences in individual screen color.

## Primary

Tint	Signature Colors	Shade
<b>NAL Blue Light</b>	<b>NAL Blue</b>	<b>NAL Blue Dark</b>
<b>RGB: 65, 182, 230</b> Hex: #41B6E6 CMYK: 67, 2, 0, 0 PMS: 298C 298U	<b>RGB: 0, 76, 151</b> Hex: #004C97 CMYK: 100, 53, 2, 16 PMS: 2945C 2945U	<b>RGB: 0, 40, 85</b> Hex: #002855 CMYK: 100, 69, 8, 54 PMS: 295C, 295U

## Secondary

Tint	Color	Shade
<b>Marlin Blue Light</b>	<b>Marlin Blue</b>	<b>Marlin Blue Dark</b>
<b>RGB: 153, 214, 234</b> Hex: #99D6EA CMYK: 34, 0, 5, 0 PMS: 2975C, 2975U	<b>RGB: 0, 181, 226</b> Hex: #00B5E2 CMYK: 75, 0, 5, 0 PMS: 306C, 306U	<b>RGB: 0, 133, 173</b> Hex: #0085AD CMYK: 93, 4, 8, 24 PMS: 7704C, 7704U
<b>NAL Green Light</b>	<b>NAL Green</b>	<b>NAL Green Dark</b>
<b>RGB: 120, 190, 32</b> Hex: #78BE20 CMYK: 65, 0, 100, 0 PMS: 368C, 367U	<b>RGB: 76, 140, 43</b> Hex: #4C8C2B CMYK: 76, 3, 100, 18 PMS: 363C, 369U	<b>RGB: 54, 87, 59</b> Hex: #36573B CMYK: 59, 0, 69, 75 PMS: 7735C, 7483U
<b>Massey Ferguson Red Light</b>	<b>Massey Ferguson Red</b>	<b>Massey Ferguson Red Dark</b>
<b>RGB: 175, 39, 47</b> Hex: #AF272F CMYK: 5, 96, 80, 22 PMS: 1805C, 1805U	<b>RGB: 138, 42, 43</b> Hex: #8A2A2B CMYK: 0, 97, 87, 53 PMS: 7623C, 7623U	<b>RGB: 100, 51, 53</b> Hex: #643335 CMYK: 30, 85, 59, 70 PMS: 1817C, 1817U
<b>Orange Light</b>	<b>Orange</b>	<b>Orange Dark</b>
<b>RGB: 246, 141, 46</b> Hex: #F68D2E CMYK: 0, 54, 87, 0 PMS: 715C, 130U	<b>RGB: 203, 96, 21</b> Hex: #CB6015 CMYK: 1, 72, 100, 7 PMS: 159C, 159U	<b>RGB: 185, 71, 0</b> Hex: #B94700 CMYK: 2, 77, 100, 9 PMS: 1525C, 1525U
<b>Prairie Gold Light</b>	<b>Prairie Gold</b>	<b>Prairie Gold Dark</b>
<b>RGB: 245, 225, 164</b> Hex: #F5E1A4 CMYK: 0, 4, 27, 0 PMS: 7401C, 127U	<b>RGB: 254, 209, 65</b> Hex: #FED141 CMYK: 0, 11, 80, 0 PMS: 122C, 7404U	<b>RGB: 234, 170, 0</b> Hex: #EAAA00 CMYK: 0, 30, 100, 0 PMS: 124C, 7406U
<b>Gray 45</b>	<b>Gray 75</b>	<b>Rich Black</b>
<b>RGB: 167, 168, 170</b> Hex: #A7A8AA CMYK: 0, 0, 0, 45	<b>RGB: 99, 102, 106</b> Hex: #63666A CMYK: 0, 0, 0, 75	<b>RGB: 0, 0, 0</b> Hex: #000000 CMYK: 75, 68, 67, 90