

Colors | Color definitions

HF’s colors are comprised of primary and secondary / accent color palettes. Most elements will use the primary color palette.

Color definitions are provided at right for different color systems and uses:

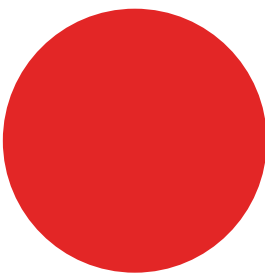
For print, use: CMYK for full color printing (press & internal / office use), or Pantone/PMS ink colors for limited color print/press jobs.

For digital/online (web and social media), use: RGB or HEX colors.

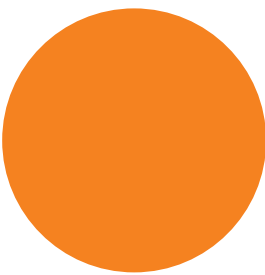
Secondary or accent color combinations must complement the primary color palette. Assure that HF primary colors stand out, are bright and colorful, and provide contrast so that elements are legible and accessible.* Sample accent colors are at right.

****COLOR ACCESSIBILITY:** When choosing colors, especially when placing text on background colors, use color combinations that have enough contrast to ensure elements are distinguishable and legible for those who are visually impaired or have color vision deficiency. (Mix, match and test color pairings with a tool like contrastchecker.com. Double check combinations with a color blindness simulator like color-blindness.com)*

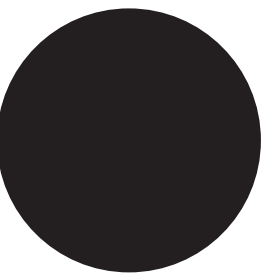
Primary Colors



HF RED
CMYK: 6c 98m 100y
PMS 485 C
RGB: R225 G37 B27
HEX: E1251B

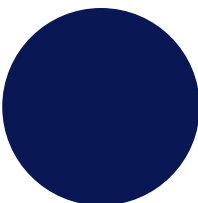


HF ORANGE
CMYK: 60m 100y
PMS 151 C
RGB: R245 G130 B32
HEX: F58220

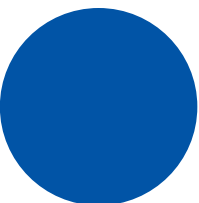


BLACK
CMYK: 100k
Pantone Black
RGB: R 0 G 0 B 0
HEX: 000000

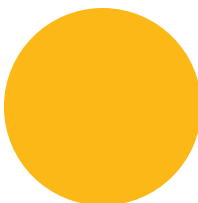
Secondary Colors



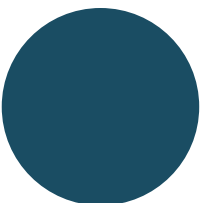
DARK BLUE
CMYK: 100c90m10y50k
RGB: R0 G 42 B 66
HEX: 002A42



COBALT BLUE
CMYK: 100c75m
RGB: R0 G78 B168
HEX: 004DA8



YELLOW
CMYK: 30m 100y
RGB: R253 G185 B19
HEX: FDB813



DARK TEAL
CMYK: 90c60m40y30k
RGB: R 28 G 77 B 99
HEX: #1C4D63