

COLOR

HEX
002B49

RGB
R00 G43 B73

CMYK
C100 M63 Y12 K67

PANTONE
PMS7463

HEX
707372

RGB
R112 G115 B114

CMYK
C30 M20 Y19 K58

PANTONE
PMS424

HEX
B2B4B2

RGB
R178 G180 B178

CMYK
C13 M08 Y11 K26

PANTONE
PMS421

HEX
FFFFFF

RGB
R255 G255 B255

CMYK
C00 M00 Y00 K00

PANTONE
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HEX
E4002B

RGB
R228 G00 B43

CMYK
C00 M93 Y79 K00

PANTONE
PMS185

HEX
8031A7

RGB
R128 G49 B167

CMYK
C69 M99 Y00 K00

PANTONE
PMS527

This palette is meant to compliment the colors for the official super bowl logo. Dark navy and neutral colors are primary and grounds the secondary palette of bright red. Purple should only be present in the gradient.

PRIMARY GRADIENT