COLOR

Color is a simple way to add interest to your layouts. It is imperative that we use the same color palette throughout the institute.

The WRI Color palette has three tiers of colors: primary, secondary accent, and tertiary accent colors for charts + maps.

PRIMARY COLORS—white, black, WRI "gold", and cool gray, are the only colors that may be used in the logo.
Use these four when printing in two-colors (reports, business cards, stationery)

white (paper)	PMS C 130	Black	PMS C 417

Use these four when printing in four-colors (annual reports, full-color printing of all kinds)

white (paper)	PMS DS 18-2	Black	PMS DS 329-6

SECONDARY COLORS make up a vibrant palette to brighten and modernize the primary colors.
These colors are used to support the brand's primary colors above. They are all "process colors" and meant for use in full-color applications such as annual reports.

PMS DS 230-1	PMS DS 75-1	PMS DS 161-1	PMS DS 299-1
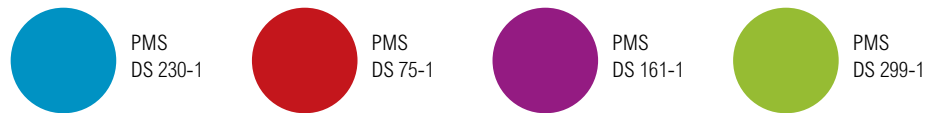
**TERTIARY COLORS** are provided to broaden the palette.
These colors are not meant for extensive use and should be reserved for applications such as chart and map details. Do not treat these in ways such as flooding a page with color. Primary or Secondary colors should be used instead.

PMS DS 264-1	PMS DS 206-1	PMS DS 32-1	PMS DS 97-1	PMS DS 1-1

RGB COLOR FOR WEB + SCREEN

Our brand exists in print, and digitally like on the web, in Powerpoint presentations and Word files. Use these RGB color builds to maintain the brand's integrity for digital media.
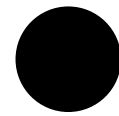
PRIMARY COLORS
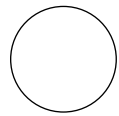
R: 255
G: 255
B: 255
#FFFFFF

R: 240
G: 171
B: 0
#F0AB00

R: 0
G: 0
B: 0
#000000

R: 155
G: 155
B: 155
#9B9B9B

SECONDARY COLORS

R: 0
G: 156
B: 204
#0099CC

R: 197
G: 31
B: 36
#C51F24

R: 125
G: 0
B: 99
#7D0063

R: 151
G: 189
B: 61
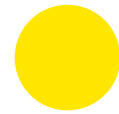#97BD3D

TERTIARY COLORS

R: 0
G: 122
B: 77
#007A4D

R: 0
G: 63
B: 106
#003F6A

R: 233
G: 131
B: 0
#E98300

R: 237
G: 26
B: 55
#ED1A37

R: 252
G: 217
B: 0
#FCD900