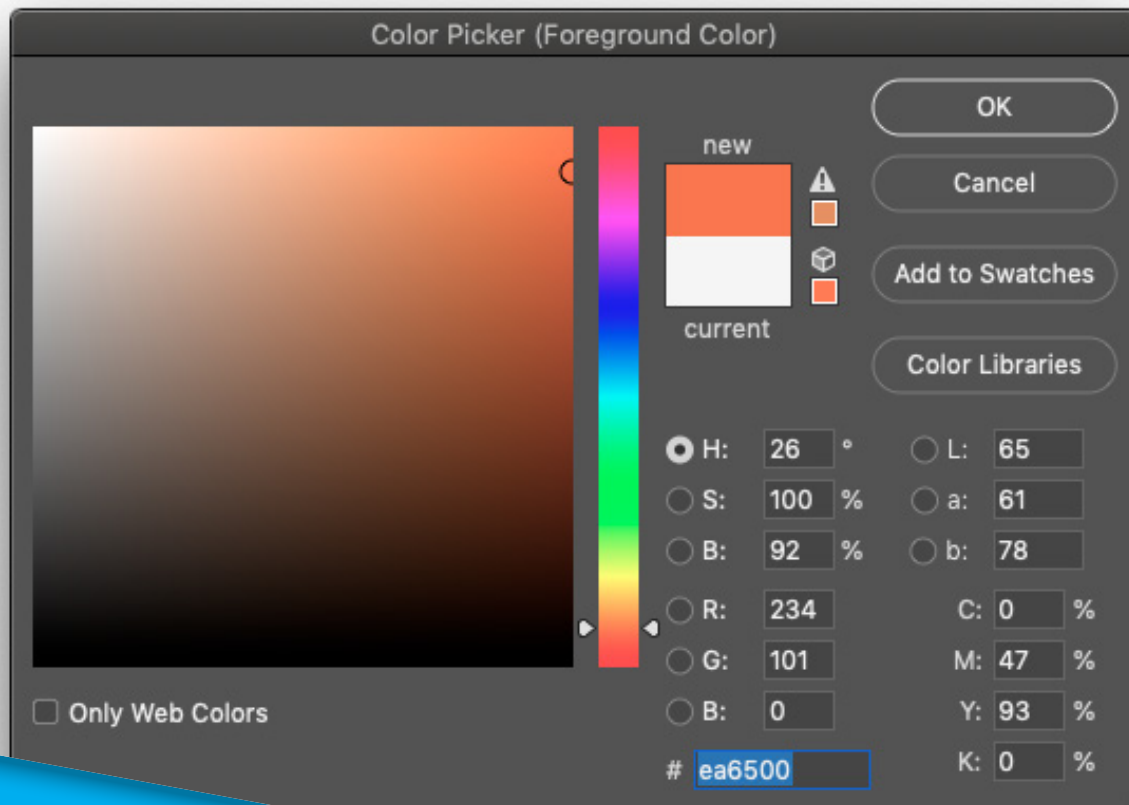


Color Usage Handbook



2020

Color

The primary brand colors for Exchange Media Group are pure Cyan and pure Black. These two colors are found in our logo, print very clearly in newsprint (our flagship product) and form the foundation for the Exchange brand color identity.

All Exchange branded products and materials should utilize these two colors. Additional secondary colors can be added if necessary.

Cyan

CMYK: 100 • 0 • 0 • 0

RGB: 54 • 167 • 233

HEX: 36A7E9

Black

CMYK: 0 • 0 • 0 • 100

RGB: 0 • 0 • 0

HEX: 000000

The Secondary Brand Colors work together with the Primary Brand Colors to create a complete color palette.

Oxford Blue

CMYK: 63 • 41 • 0 • 75

RGB: 23 • 37 • 63

HEX: 17253F

Oxford Blue is used with Cyan to create depth and contrast to our company branding.

Cerulean Blue

CMYK: 69 • 50 • 0 • 29

RGB: 54 • 89 • 179

HEX: 3659B3

Cerulean Blue is a middle-range blue that can be used as another contrasting blue to our primary Cyan.

Green Pigment

CMYK: 100 • 50 • 0 • 32

RGB: 0 • 173 • 86

HEX: 00AD56

Green Pigment is a true green color that should be used for action points such as buttons or CTAs.

Spanish Orange

CMYK: 0 • 56 • 100 • 8

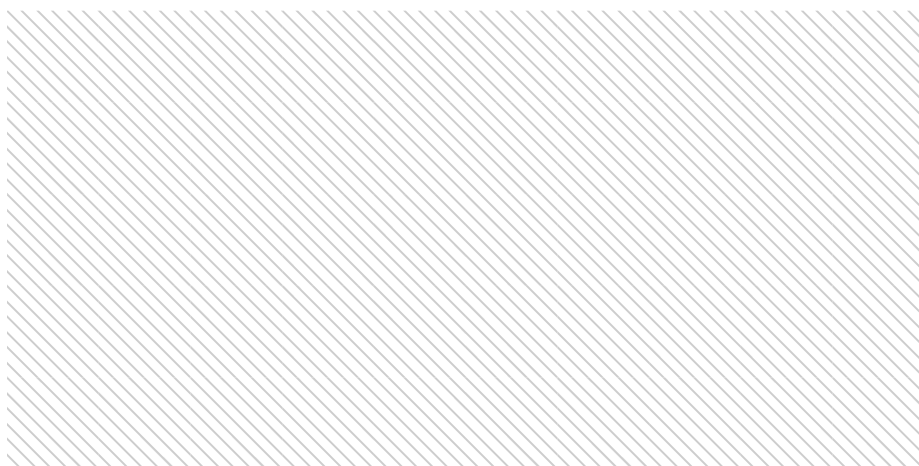
RGB: 234 • 101 • 0

HEX: FA6500

Orange is an accent color, that should be used sparingly for prominent category headers, or important text.

GRADIENTS

Gradients using Cyan to Oxford Blue may be used sparingly. These gradients should be subtle and should serve to add depth and contrast to a design. Do not use a gradient to completely fill the background of a design.

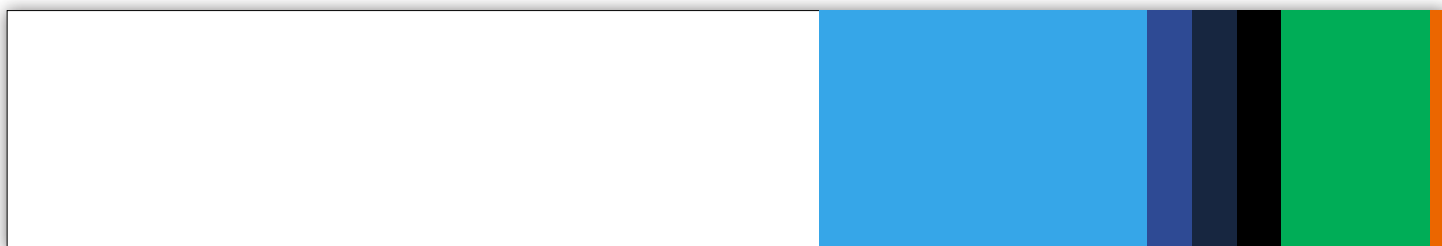


TEXTURES

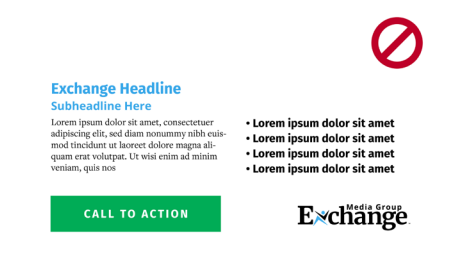
Textures may be used sparingly in the background of a design to differentiate between sections, or to create contrast. Do not completely fill the background of a design with textures.

COLOR SCALE

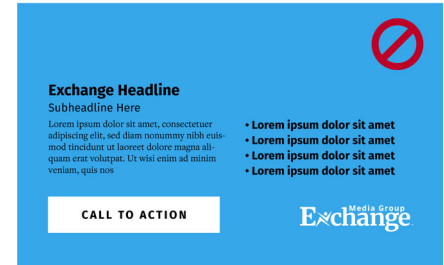
When designing with the Exchange color scheme, an effort should be made to incorporate at least 70% neutral color space into a design. The Color Scale shown here should serve as a general guideline for color usage.



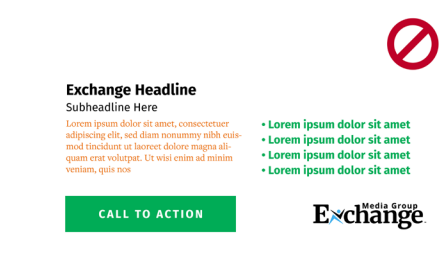
Color Restrictions



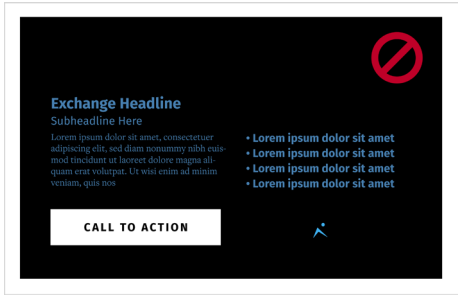
100% Cyan for Headlines & Subheadlines



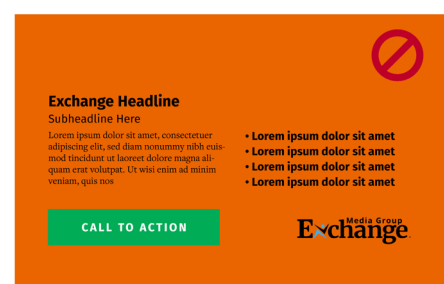
Black Text on Cyan Background



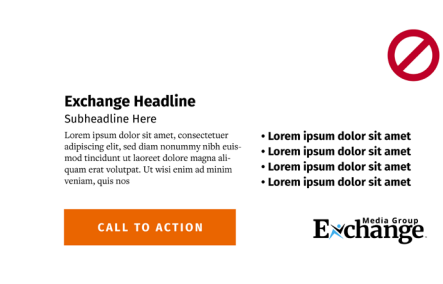
Setting Body Copy in Accent Colors



100% Black Background



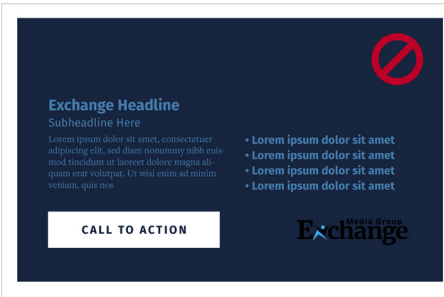
Using Secondary Colors as Background



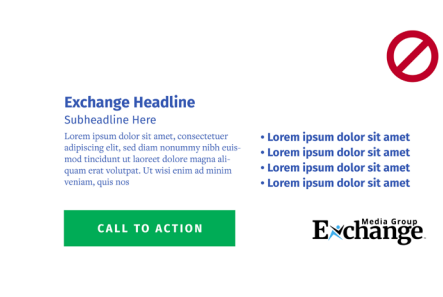
Use of Orange for Buttons



Setting Text on a Gradient Background



Oxford Blue or Dark Colored Backgrounds



Setting Text in Secondary Colors