

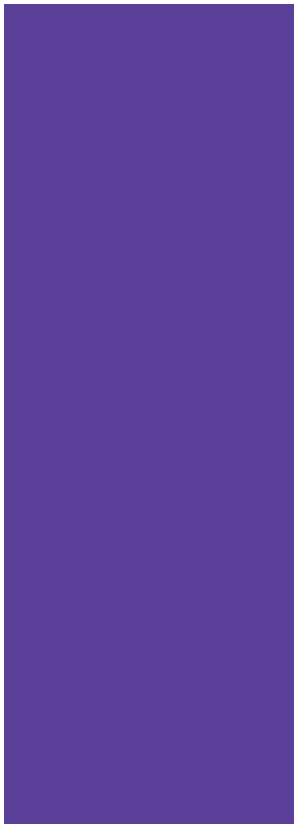
Best Buddies Color Palette

The Best Buddies color palette is derived from Keith Haring’s original artwork. Each color represents one of Best Buddies' key mission pillars: One-to-One Friendships (yellow), Integrated Employment (teal), Leadership Development (orange), and Inclusive Living (violet). Purple serves as our brand's core color in our designs.



CORE COLOR

Pantone
266 CVC
Print Use
C79 M90 Y0 K0
Web Use
R90 G63 B152
#5A3F98



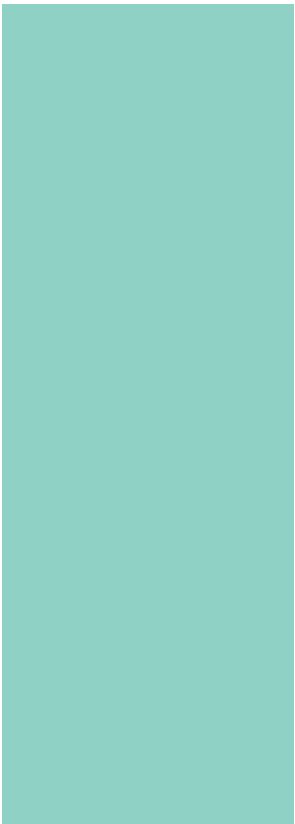
FRIENDSHIP

Pantone
116 CVC
Print Use
C0 M15 Y94 K0
Web Use
R255 G212 B32
#FFD420



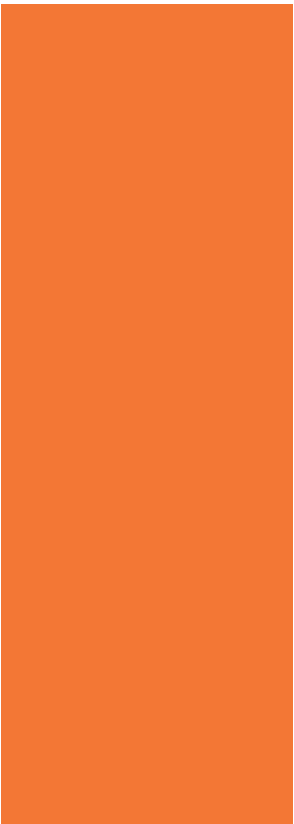
JOBS

Pantone
333 CVC
Print Use
C43 M0 Y27 K0
Web Use
R143 G209 B196
#8FD1C4



LEADERSHIP

Pantone
172 CVC
Print Use
C0 M66 Y88 K0
Web Use
R243 G119 B53
#F37735



LIVING

Pantone
2645 CVC
Print Use
C43 M38 Y0 K0
Web Use
R147 G150 B202
#9396CA

