This brand guide provides a framework that promotes consistency and outlines the standards for use of Calhoun Community College logos. We recommend all parties utilizing any element of our brand identity to meet the specifications outlined within this manual to help establish brand consistency.

*Pantone Uncoated shares the same PMS numbers as Pantone Coated.

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**IDENTITY COLORS**

- **Royal Blue**
  - PMS 661 C
  - #003594
  - C: 100 M: 75 Y: 0 K: 6
  - R: 0 G: 53 B: 148

- **Gray**
  - PMS 421 C
  - #B2B4B2
  - C: 13 M: 8 Y: 11 K: 26
  - R: 178 G: 180 B: 178

- **White**
  - White
  - #FFFFFF
  - C: 0 M: 0 Y: 0 K: 0
  - R: 255 G: 255 B: 255

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