

COLOR

PRIMARY

WESTONKA RED

C:0 M:95 Y:100 K:0
R:218 G:43 B:31
HEX:DA2B1F
PMS 485 C

WHITE

C:0 M:0 Y:0 K:0
R:255 G:255 B:255
HEX:FFFFFF

SECONDARY

BLACK

C:0 M:0 Y:0 K:100
R:44 G:42 B:41
HEX:2C2A29
PMS Black C

DARK GRAY

C:59 M:48 Y:58 K:44
R:80 G:83 B:76
HEX:50534C
PMS 418 C

GRAY

C:33 M:24 Y:20 K:2
R:167 G:169 B:180
HEX:A7A9B4
PMS Cool Gray 6C

TERTIARY

DARK RED

C:0 M:98 Y:77 K:37
R:172 G:36 B:42
HEX:94292E
PMS 7622 C

MAROON

C:16 M:83 Y:63 K:56
R:109 G:50 B:53
HEX:6D3235
PMS 7629 C

BRIGHT RED

C:0 M:90 Y:94 K:0
R:255 G:58 B:30
HEX:FF3A1E
PMS Bright Red C

Color

PALETTE

Color is an important part of the Westonka Public Schools brand, and can be a powerful tool when used effectively. This is the approved color palette.



COLOR



BALANCE

Appropriate color balance should be maintained to ensure a strong brand presence. Westonka Red should be used most often, followed by White, followed by Dark Gray and Gray. The four accent colors should be used less frequently to provide visual interest and variety.

