

# Election materials color palette (for use consistently in all print and digital applications)

## 3:1 contrast ratio (Use for large text: titles, headings, and banners — in color on white, or white text on solid color background)

#b28e2f R178 G142 B47	#43a0b2 R67 G160 B178	#d7616f R215 G97 B111	#00a59c R0 G165 B156	#b083a7 R176 G131 B167	#3f98d3 R63 G152 B211	#d87d2e R216 G125 B46	#849b5d R132 G155 B93	#949494 R148 G148 B148
#b28e2f R178 G142 B47	#43a0b2 R67 G160 B178	#d7616f R215 G97 B111	#00a59c R0 G165 B156	#b083a7 R176 G131 B167	#3f98d3 R63 G152 B211	#d87d2e R216 G125 B46	#849b5d R132 G155 B93	#949494 R148 G148 B148

## 7:1 contrast ratio (Use for any size text — in color on white, or white text on solid color background)

#6e5723 R110 G87 B35	#27606b R39 G96 B107	#a72534 R167 G37 B52	#00645f R0 G100 B95	#744c6e R116 G76 B110	#275d81 R39 G93 B129	#824d20 R130 G77 B32	#515f39 R81 G95 B57	#595959 R89 G89 B89
#6e5723 R110 G87 B35 PMS 462	#27606b R39 G96 B107 PMS 316	#a72534 R167 G37 B52 PMS 202	#00645f R0 G100 B95 PMS 7722	#744c6e R116 G76 B110 PMS 7659	#275d81 R39 G93 B129 PMS 295	#824d20 R130 G77 B32 PMS 483	#515f39 R81 G95 B57 PMS 7764	#595959 R89 G89 B89 PMS 426

## 15:1 contrast ratio (Use for background behind any size text to ensure text is easy to read — black text on solid-colored background)

#ece3cb R236 G227 B203	#d0e7ec R208 G231 B236	#f5d7db R245 G215 B219	#bfe8e6 R191 G232 B230	#ebe0e9 R235 G224 B233	#cfe5f4 R207 G229 B244	#f5decb R245 G222 B203	#e0e6d6 R224 G230 B214	#dadada R218 G218 B218
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These contrast ratios meet or exceed WCAG 2.0 accessibility requirements.

PMS numbers shown are closest Pantone equivalents. For 3:1 contrast ratio, use PMS color at 70%. For 15:1 contrast ratio, use PMS color at 20%.