

USING COLOR

PRIMARY COLORS

Eden Prairie School’s primary colors are red (Pantone 1795), black, and white. Red should be the most dominant of the three. These colors play an important role in keeping all materials consistently recognizable.

PMS (Pantone) and CMYK colors callouts are for print materials while RGB and hexadecimal are for web/digital applications.



EP Red

PMS 1795
CMYK: 10/98/93/1
RGB: 215/41/46
Hex: D7282F



Black

Black
CMYK: 0/0/0/100
RGB: 0/0/0
Hex: 000000



White

White
CMYK: 0/0/0/0
RGB: 255/255/255
Hex: FFFFFFFF

SECONDARY COLORS

A secondary palette has been chosen for instances where more colors are needed to enhance materials. Secondary colors should only be used after primary colors have been used.

Please avoid combining colors that appear similar to other primary color combinations for districts/schools within Minnesota (example: black and purple- Chaska Hawks).



Dark Red

PMS 1805
CMYK: 21/97/90/12
RGB: 178/41/45
Hex: B2292E



Gray

25% Black
CMYK: 0/0/0/25
RGB: 200/200/200
Hex: C8C8C8



Gold

PMS 7548
CMYK: 0/23/100/0
RGB: 255/198/10
Hex: FFC600



Orange

PMS 165
CMYK: 0/74/95/0
RGB: 242/104/41
Hex: FF671D



Green

PMS 376
CMYK: 56/3/100/0
RGB: 127/188/66
Hex: 80BC00



Aqua

PMS 3262
CMYK: 89/0/40/0
RGB: 0/176/173
Hex: 00BBB4



Magenta

PMS 248
CMYK: 38/100/2/0
RGB: 166/34/140
Hex: A81B8D



Purple

PMS 267
CMYK: 77/97/0/0
RGB: 97/51/147
Hex: 60269E