



AMERICA RECYCLES DAY LOGO BRAND COLORS

The America Recycles Day colors, carefully applied, will impart a consistent look and feel to all America Recycles Day communications and collateral.

For the Red in the ARD Logo Pantone one (PMS) colors has been chosen. PMS 186 will be used for all printing were a Pantone ink color is needed.

For the Blue in the ARD Logo Pantone one (PMS) colors has been chosen. PMS 300 will be used for all printing were a Pantone ink color is needed.

For both Red and Blue colors, coordinating Four Color Process (CMYK) and RGB equivalents have been provided. Note: Do not use this reproduction as a color guide (target); refer to the Pantone® color swatch books when specifying ink colors.

COLOR	PANTONE®	PROCESS (CMYK)	RGB (ONLINE USE)
ARD BLUE 	PMS (Pantone® Matching System) 300 UNCOATED PAPER 300 COATED PAPER	C100 M44 Y0 K0 C100 M44 Y0 K0	R0 G121 B194
ARD RED 	PMS (Pantone® Matching System) 186 UNCOATED PAPER 186 COATED PAPER	C0 M100 Y81 K4 C0 M100 Y81 K4	R229 G25 B55