

Color



The Banner Palette

Color is a powerful tool for communicating the sense of wellbeing at the heart of our brand,

The colors of our palette start with a calming dark blue and include cool hues as well as complementary warm colors that evoke the full spectrum of a healthy lifestyle.



Brand Elements: Color Palettes + Conversions

Color Conversions

Banner's color palettes are based on our signature Pantone® Blue 281 in combination with supporting colors as shown

Core: Logo colors

Extended: Secondary colors that are used to support the Core palette.

Children's: The Core palette blue plus secondary colors that are used to differentiate Banner Children's services.

U of A: The Core palette blue plus the approved Pantone 200 Red.

Urgent Care: The Core palette blue plus Pantone 485 Red.

Digital: The Core palette blue plus secondary colors specific to digital applications. When expressing Banner Children's, U of A, or Urgent Care in digital applications, those print palettes may also be used, as shown by the smaller color swatches at right.

Note about print color matching:

Since results may vary when attempting to match CMYK conversions to the corresponding Pantone colors, it is best to provide the Pantone colors as the "target" colors and direct vendors to match those as closely as possible.

Print Palettes				Digital Palette		
Core	Extended	Children's	U of A	Digital		
<p>Pantone 281 CMYK 100/85/5/36 RGB 0/32/91 HEX #00205B</p>	<p>Pantone 376 CMYK 54/0/100/0 RGB 132/189/0 HEX #84BD00</p>	<p>Pantone 300 CMYK 99/50/0/0 RGB 0/94/184 HEX #005EB8</p>	<p>Pantone 281 CMYK 100/85/5/36 RGB 0/32/91 HEX #00205B</p>	<p>Pantone 281 CMYK 100/85/5/36 RGB 0/32/91 HEX #00205B</p>	<p>CMYK 3/1/0/0 RGB 245/248/255 HEX #F5F8FF</p>	
<p>White CMYK 0/0/00/0 RGB 255/255/255 HEX #FFFFFF</p>	<p>Pantone 158 CMYK 0/62/95/0 RGB 232/119/34 HEX #E87722</p>	<p>Pantone 2905 CMYK 45/1/0/1 RGB 141/200/232 HEX #8DC8E8</p>	<p>Pantone 158 CMYK 0/62/95/0 RGB 232/119/34 HEX #E87722</p>	<p>Pantone 200 CMYK 3/100/70/12 RGB 186/12/47 HEX #BA0C2F</p>	<p>Pantone 640 CMYK 85/42/10/0 RGB 0/126/180 HEX #007EB4</p>	<p>Pantone 158 CMYK 0/62/95/0 RGB 232/119/34 HEX #E87722</p>
	<p>Pantone 7710 CMYK 81/0/23/0 RGB 0/167/181 HEX #00A7B5</p>	<p>Pantone 2010 CMYK 0/35/100/0 RGB 255/173/0 HEX #FFAD00</p>	<p>Pantone 300 CMYK 99/50/0/0 RGB 0/94/184 HEX #005EB8</p>		<p>Cool Gray 10 CMYK 40/30/20/66 RGB 99/102/106 HEX #63666A</p>	<p>Cool Gray 1 CMYK 4/2/4/8 RGB 217/217/214 HEX #D9D9D6</p>
	<p>Cool Gray 10 CMYK 40/30/20/66 RGB 99/102/106 HEX #63666A</p>	<p>Pantone 9060 (30%) CMYK 1/1/4/0 RGB 251/249/242 HEX #FBF8F2</p>	<p>Pantone 376 CMYK 54/0/100/0 RGB 132/189/0 HEX #84BD00</p>	<p>Urgent Care</p> <p>Pantone 281 CMYK 100/85/5/36 RGB 0/32/91 HEX #00205B</p>	<p>CMYK 2/1/1/0 RGB 248/248/248 HEX #F8F8F8</p>	<p>White CMYK 0/0/00/0 RGB 255/255/255 HEX #FFFFFF</p>
			<p>Pantone 485 CMYK 0/95/100/0 RGB 218/41/28 HEX #DA291C</p>		<p>Pantone 300</p> <p>Pantone 376</p> <p>Pantone 200</p> <p>Pantone 485</p>	<p>The colors at left, while not part of the regular digital color palette, can be used when the Children's and U of A sub-brands are used in digital applications.</p>

Brand Elements: ADA Color Compliance

ADA Compliance

The Americans with Disabilities Act (ADA) Standards for Accessible Design state that all electronic and information technology must be accessible to people with disabilities.

The chart at right shows which colors of the Banner brand palette meet or exceed the threshold for contrast and readability for text and graphic objects, While these standards were developed for web use, they should also be considered when developing print or other brand expressions. There are two levels of contrast requirements: Level AA and Level AAA, which requires a higher contrast level.

Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger. At right are the ADA color contrast evaluations for text on white backgrounds.

Link to website:
<https://webaim.org/resources/contrastchecker/>

Print Palettes				Digital Palette		
Core	Extended	Children's	U of A	Digital		
Pantone 281 AA Normal Text: PASS Large Text: PASS Graphic Objects: PASS AAA Normal Text: PASS Large Text: PASS	Pantone 376 AA Normal Text: FAIL Large Text: FAIL Graphic Objects: FAIL AAA Normal Text: FAIL Large Text: FAIL	Pantone 300 AA Normal Text: PASS Large Text: PASS Graphic Objects: PASS AAA Normal Text: PASS Large Text: PASS	Pantone 281 AA Normal Text: PASS Large Text: PASS Graphic Objects: PASS AAA Normal Text: PASS Large Text: PASS	Pantone 281 AA Normal Text: PASS Large Text: PASS Graphic Objects: PASS AAA Normal Text: PASS Large Text: PASS	C3 M1 Y0 K0 AA Normal Text: FAIL Large Text: FAIL Graphic Objects: FAIL AAA Normal Text: FAIL Large Text: FAIL	
	Pantone 158 AA Normal Text: FAIL Large Text: FAIL Graphic Objects: FAIL AAA Normal Text: FAIL Large Text: FAIL	Pantone 2905 AA Normal Text: FAIL Large Text: FAIL Graphic Objects: FAIL AAA Normal Text: FAIL Large Text: FAIL	Pantone 158 AA Normal Text: FAIL Large Text: FAIL Graphic Objects: FAIL AAA Normal Text: FAIL Large Text: FAIL	Pantone 200 AA Normal Text: PASS Large Text: PASS Graphic Objects: PASS AAA Normal Text: PASS Large Text: PASS	Pantone 640 AA Normal Text: FAIL Large Text: PASS Graphic Objects: PASS AAA Normal Text: PASS Large Text: PASS	Pantone 158 AA Normal Text: FAIL Large Text: FAIL Graphic Objects: FAIL AAA Normal Text: FAIL Large Text: FAIL
	Pantone 7710 AA Normal Text: FAIL Large Text: FAIL Graphic Objects: FAIL AAA Normal Text: FAIL Large Text: FAIL	Pantone 2010 AA Normal Text: FAIL Large Text: FAIL Graphic Objects: FAIL AAA Normal Text: FAIL Large Text: FAIL	Pantone 300 AA Normal Text: PASS Large Text: PASS Graphic Objects: PASS AAA Normal Text: PASS Large Text: PASS	Urgent Care	Cool Gray 10 AA Normal Text: PASS Large Text: PASS Graphic Objects: PASS AAA Normal Text: PASS Large Text: PASS	Cool Gray 1 AA Normal Text: FAIL Large Text: FAIL Graphic Objects: FAIL AAA Normal Text: FAIL Large Text: FAIL
	Cool Gray 10 AA Normal Text: PASS Large Text: PASS Graphic Objects: PASS AAA Normal Text: PASS Large Text: PASS	C1 M1 Y4 K0 AA Normal Text: FAIL Large Text: FAIL Graphic Objects: FAIL AAA Normal Text: FAIL Large Text: FAIL	Pantone 376 AA Normal Text: FAIL Large Text: FAIL Graphic Objects: FAIL AAA Normal Text: FAIL Large Text: FAIL		Pantone 281 AA Normal Text: PASS Large Text: PASS Graphic Objects: PASS AAA Normal Text: PASS Large Text: PASS	C2 M1 Y1 K0 AA Normal Text: FAIL Large Text: FAIL Graphic Objects: FAIL AAA Normal Text: FAIL Large Text: FAIL
				Pantone 485 AA Normal Text: PASS Large Text: PASS Graphic Objects: PASS AAA Normal Text: PASS Large Text: PASS		

Brand Elements: Color Proportions

Color Proportions

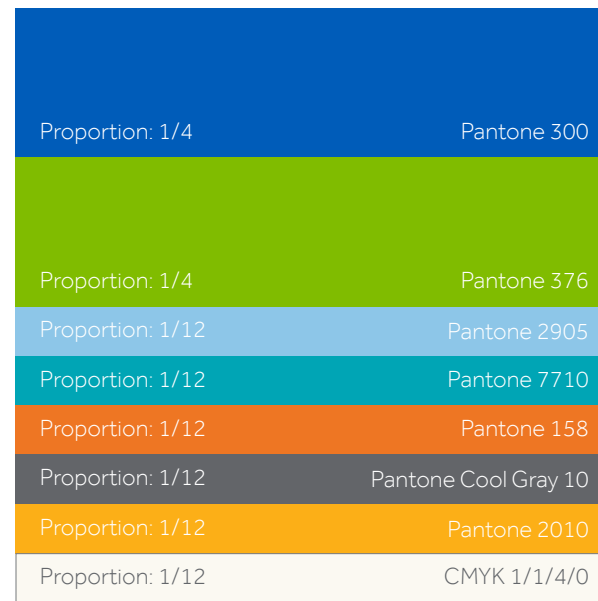
When using our color palettes it is important to follow these color proportion guides to determine the correct balance of color to apply within each palette.

For example, within the Children's palette, employ the Core blue approximately twice as much as any of the other three colors in the palette.

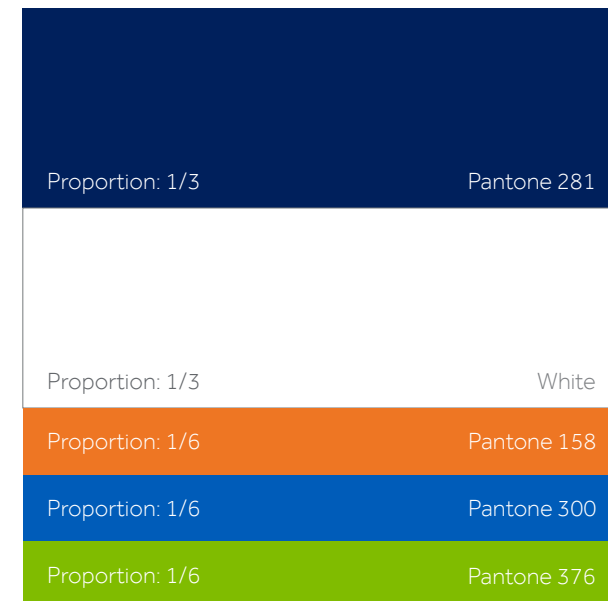
Core



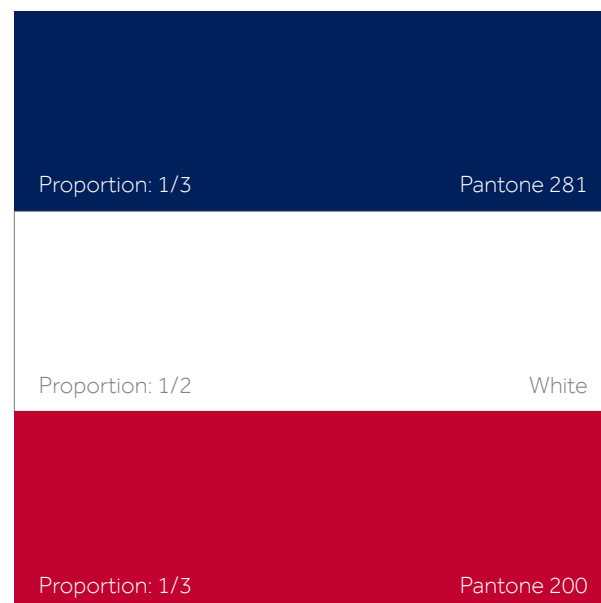
Extended



Children's



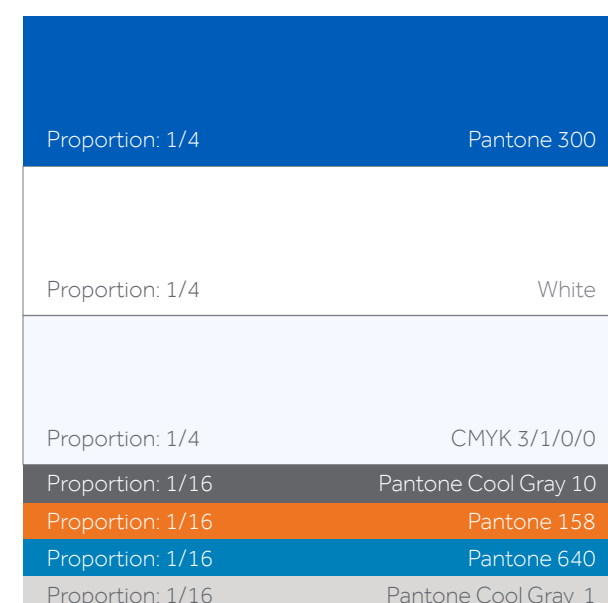
U of A



Urgent Care



Digital

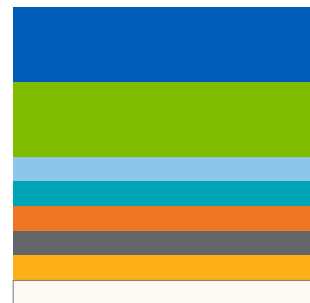


Brand Elements: Color Pairings

**Color Pairings:
Core + Extended Palette**

Within each of our palettes there are preferred color pairings along with those that we do not recommend.

Shown at right are examples for the Extended Palette.

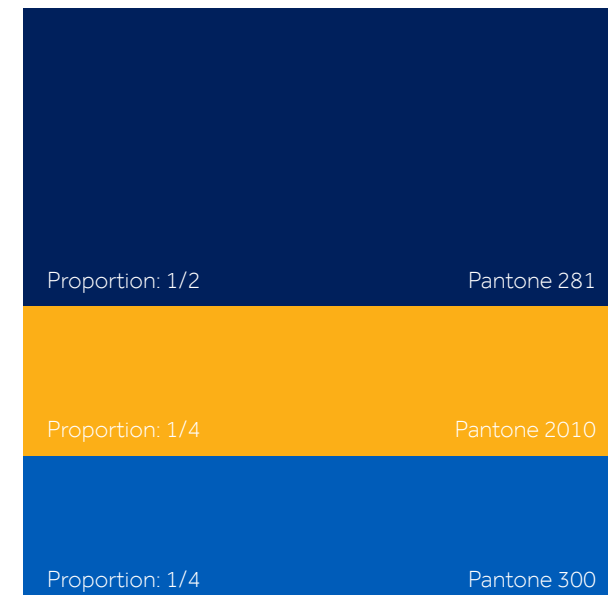
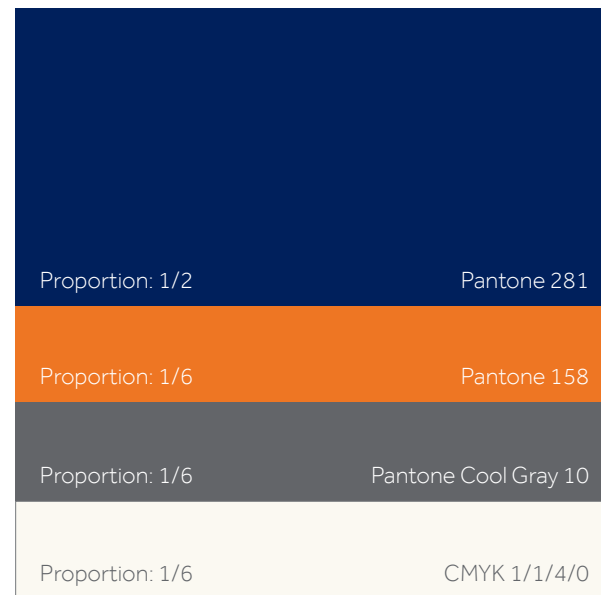
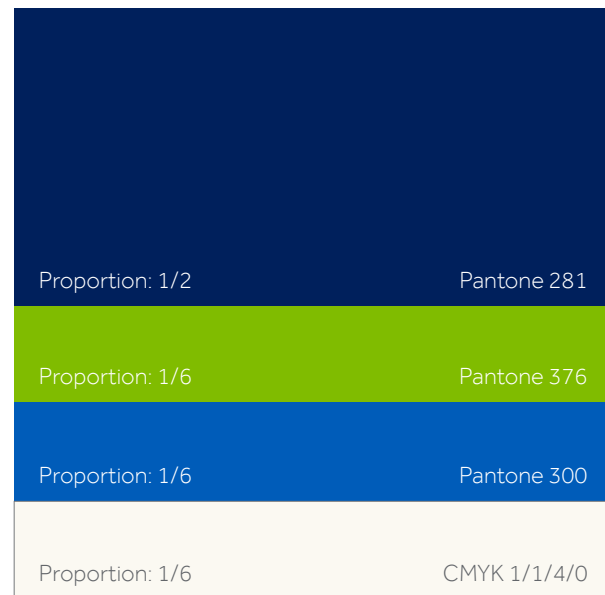
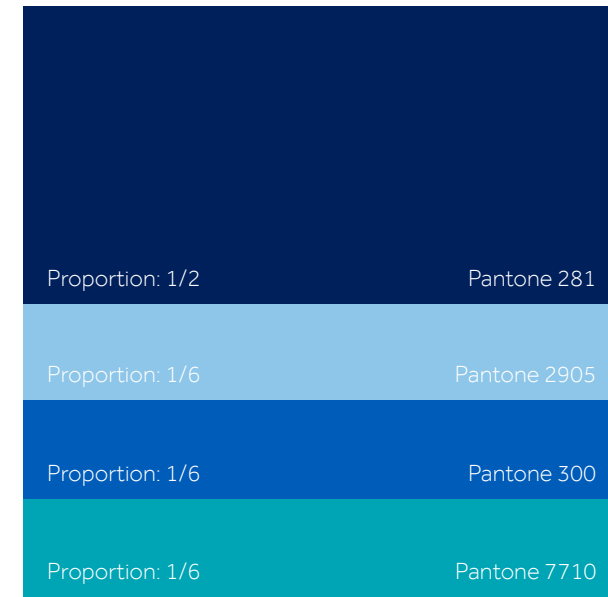
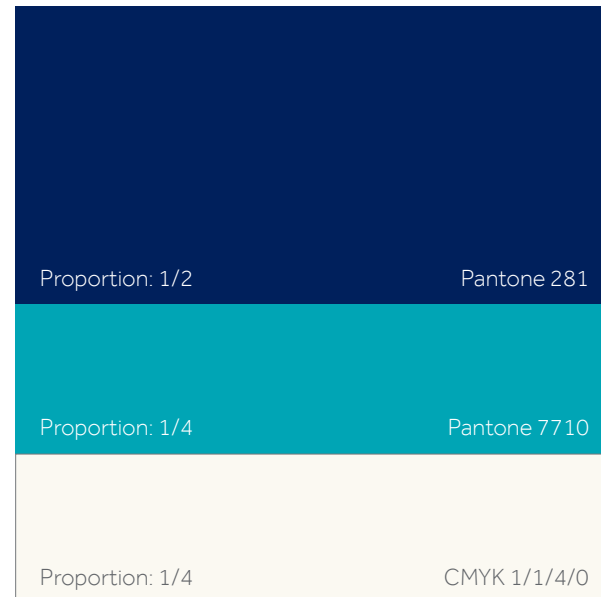
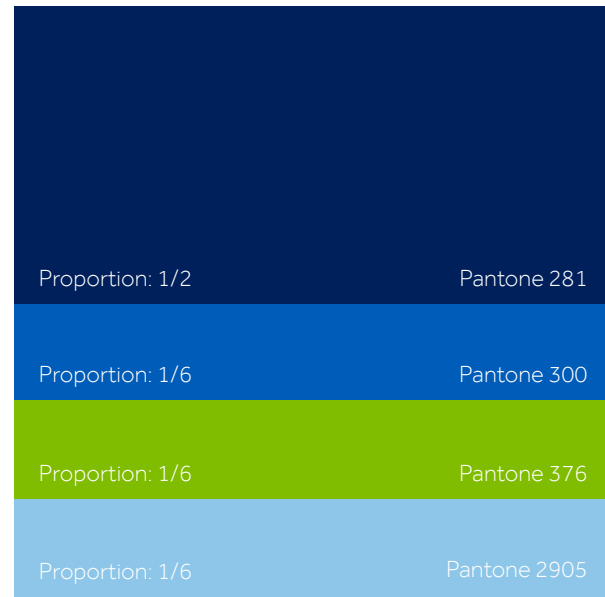
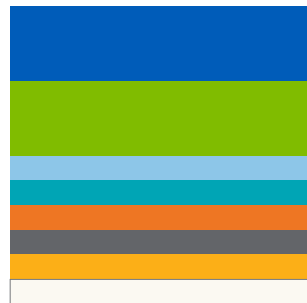


Core + Extended: Preferred		Core + Extended: Not Recommended

Brand Elements: Color Limits

**Color Limits:
Core + Extended Palette**

Although the Extended Palette includes 8 colors, we do not recommend using them all in the same brand expression, but rather limiting to no more than 3 colors plus the Core Banner Blue as shown in the examples at right.



Color Pairings: Children's Palette

Within each of our palettes there are preferred color pairings along with those that we do not recommend.

Shown at right are examples for the Children's Palette.



Children's Palette: **Preferred**



Children's Palette: **Not Recommended**



Color Limits: Children's Palette

In this palette it is preferred to use all 3 colors plus the Core Banner Blue to express a more exuberant tone.



Brand Elements: Color Pairings

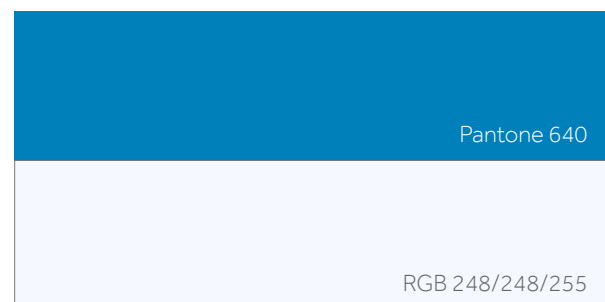
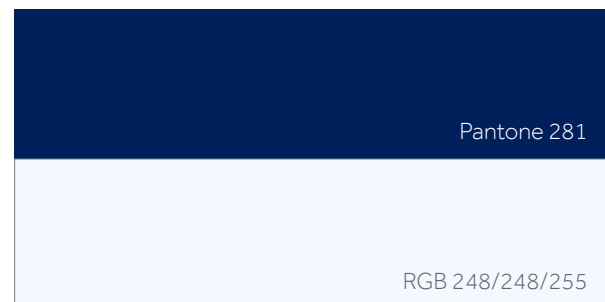
**Color Pairings:
Digital Palette**

Within each of our palettes there are preferred color pairings along with those that we do not recommend.

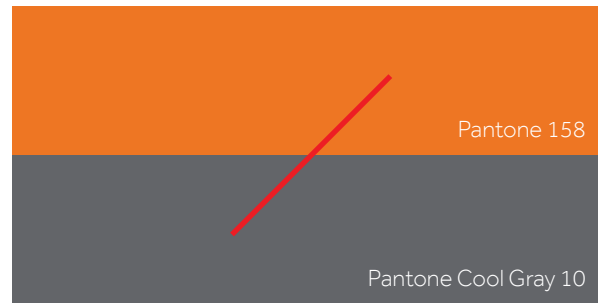
Shown at right are examples for the Digital Palette.



Digital Palette: **Preferred**



Digital Palette: **Not Recommended**



**Notifications:
Digital Palette**

These three colors are used only for the following uses in digital applications:

Error: Pantone 485



Confirmation: Pantone 2258



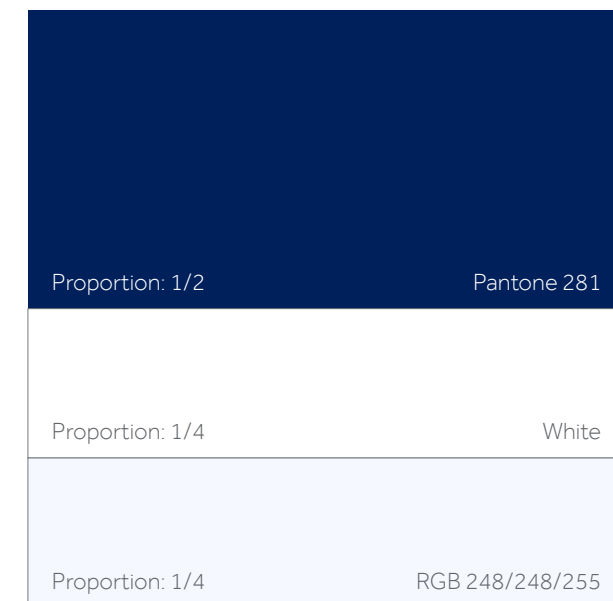
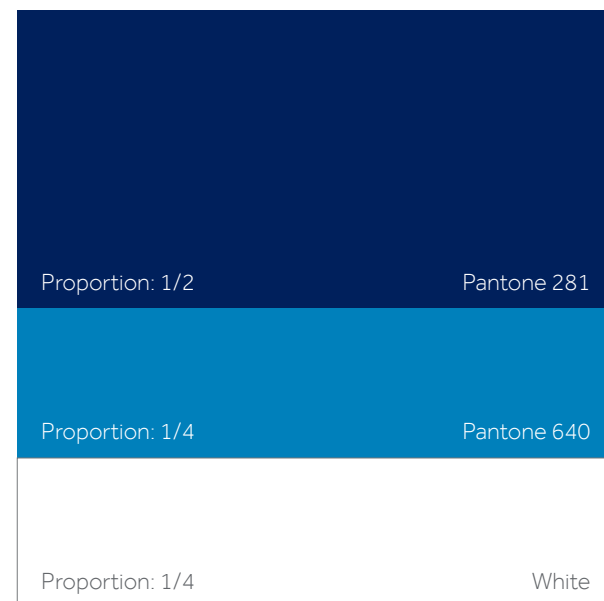
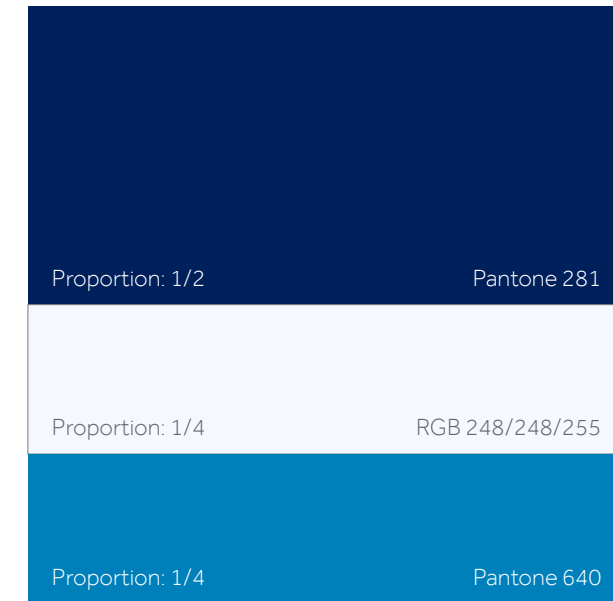
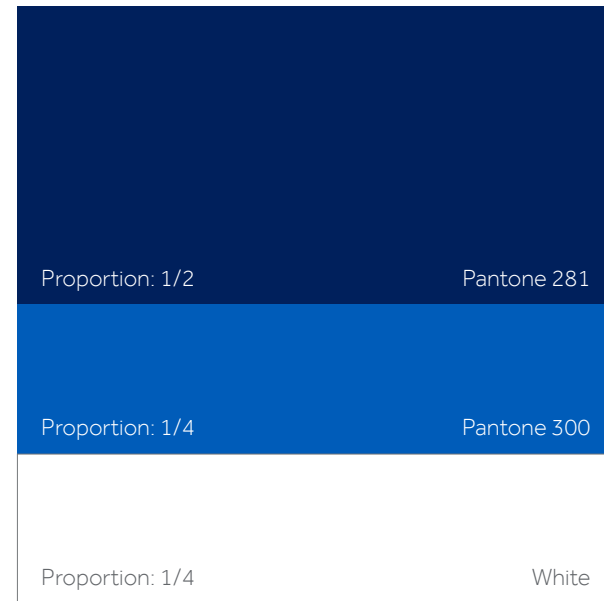
Neutral / Alert: Pantone 3005



Brand Elements: Color Limits

Color Limits: Digital Palette

In this palette it is recommended to use no more than 2 colors plus the Core Banner Blue. Much of the overall color in any digital application should be provided by photography and other imagery, which can be used to reflect the full color palette.



Brand Resources

For any questions regarding the Banner Health brand, its implementation, or these guidelines, please contact the brand team:

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This guide was created by Banner's Brand Experience team, with support of Digital Business and Corporate Communications

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