

**Harvard
Business
School**

Color Palette

HEX accessibility key

3:1	3:1	3:1
4.5:1	4.5:1	4.5:1

3:1 = Text colors shown (black/crimson/white) when used at 14pt **bold** and larger or 18pt and larger meet Level AA WCAG 2.1 accessibility standards on top of background color shown.

4.5:1 = Text colors shown used at any size and weight meet Level AA WCAG 2.1 accessibility standards on top of background color shown.



Harvard Crimson
CMYK: 8, 100, 65, 24
RGB: 164, 16, 52
HEX: #A41034
PMS: 187 U, 1807 C

Orange 1
CMYK: 25, 65, 100, 12
RGB: 174, 100, 41
HEX: #AE6429
PMS: 154

Yellow 1
CMYK: 25, 35, 100, 0
RGB: 194, 157, 0
HEX: #C29D00
PMS: 111

Green 1
CMYK: 90, 35, 100, 25
RGB: 2, 104, 51
HEX: #026833
PMS: 349

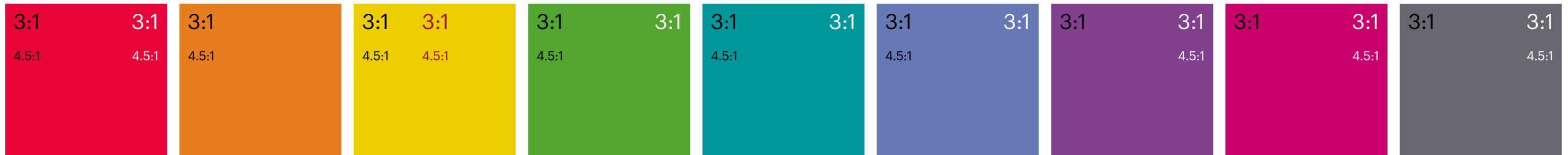
Teal 1
CMYK: 100, 65, 35, 0
RGB: 0, 96, 133
HEX: #006085
PMS: 4159

Blue 1
CMYK: 95, 100, 10, 0
RGB: 59, 40, 131
HEX: #3B2883
PMS: 2735

Purple 1
CMYK: 80, 100, 25, 15
RGB: 87, 17, 106
HEX: #57116A
PMS: 7665

Magenta 1
CMYK: 45, 95, 45, 30
RGB: 120, 36, 76
HEX: #78244C
PMS: 216

Black
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000
PMS: Black



Red 2
CMYK: 5, 100, 80, 0
RGB: 232, 5, 56
HEX: #E80538
PMS: 199

Orange 2
CMYK: 5, 60, 100, 0
RGB: 232, 125, 30
HEX: #E87D1E
PMS: 152

Yellow 2
CMYK: 10, 15, 100, 0
RGB: 235, 205, 0
HEX: #EBCD00
PMS: 606

Green 2
CMYK: 70, 15, 100, 0
RGB: 82, 165, 46
HEX: #52A52E
PMS: 362

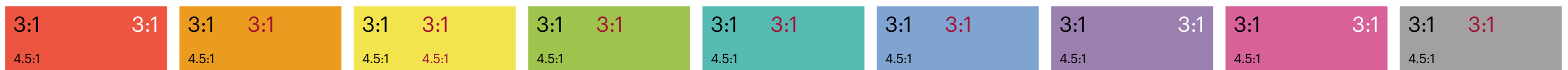
Teal 2
CMYK: 90, 20, 40, 0
RGB: 0, 151, 157
HEX: #00979D
PMS: 7717

Blue 2
CMYK: 65, 55, 0, 0
RGB: 101, 120, 180
HEX: #6578B4
PMS: 2116

Purple 2
CMYK: 60, 90, 10, 0
RGB: 128, 64, 141
HEX: #80408D
PMS: 2602

Magenta 2
CMYK: 20, 100, 30, 0
RGB: 201, 0, 107
HEX: #C9006B
PMS: 233

Gray 2
CMYK: 60, 55, 45, 15
RGB: 104, 102, 111
HEX: #68666F
PMS: Cool Gray 11



Red 3
CMYK: 0, 80, 80, 0
RGB: 237, 85, 65
HEX: #ED5541
PMS: 7416

Orange 3
CMYK: 5, 45, 100, 0
RGB: 234, 155, 32
HEX: #EA9B20
PMS: 4009

Yellow 3
CMYK: 5, 5, 85, 0
RGB: 243, 228, 77
HEX: #F3E44D
PMS: 604

Green 3
CMYK: 45, 5, 90, 0
RGB: 158, 196, 77
HEX: #9EC44D
PMS: 2299

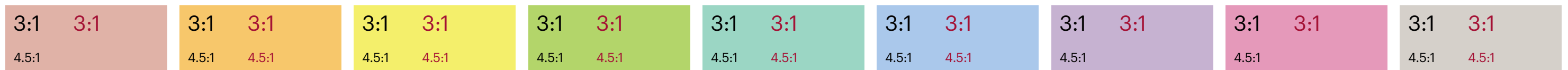
Teal 3
CMYK: 65, 0, 35, 0
RGB: 86, 186, 179
HEX: #56BAB3
PMS: 7472

Blue 3
CMYK: 52, 25, 5, 0
RGB: 127, 164, 209
HEX: #7FA4D1
PMS: 2142

Purple 3
CMYK: 40, 55, 10, 0
RGB: 155, 127, 175
HEX: #9B7FAF
PMS: 2577

Magenta 3
CMYK: 10, 75, 10, 0
RGB: 216, 97, 153
HEX: #D86199
PMS: 2045

Gray 3
CMYK: 38, 33, 32, 0
RGB: 163, 160, 162
HEX: #A3A0A2
PMS: Cool Gray 8



Red 4
CMYK: 10, 35, 25, 0
RGB: 224, 178, 167
HEX: #E0B2A7
PMS: 692

Orange 4
CMYK: 0, 25, 70, 0
RGB: 247, 199, 107
HEX: #F7C76B
PMS: 141

Yellow 4
CMYK: 5, 0, 70, 0
RGB: 244, 239, 107
HEX: #F4EF6B
PMS: 602

Green 4
CMYK: 35, 0, 75, 0
RGB: 179, 213, 106
HEX: #B3D56A
PMS: 2284

Teal 4
CMYK: 40, 0, 30, 0
RGB: 155, 214, 196
HEX: #9BD6C4
PMS: 7464

Blue 4
CMYK: 30, 13, 0, 0
RGB: 170, 200, 235
HEX: #AAC8EB
PMS: 2717

Purple 4
CMYK: 20, 30, 0, 0
RGB: 198, 178, 209
HEX: #C6B2D1
PMS: 2635

Magenta 4
CMYK: 5, 50, 5, 0
RGB: 229, 153, 186
HEX: #E599BA
PMS: 2044

Gray 4
CMYK: 15, 15, 15, 0
RGB: 213, 208, 202
HEX: #D5DOCA
PMS: Cool Gray 4