

SECTION 4

BRAND COLORS

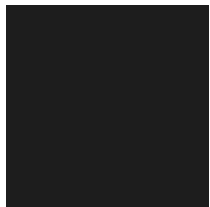
COLOR PALETTE

PRIMARY BRAND COLORS



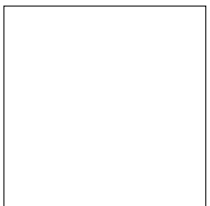
PACE® BLUE

Pantone 661 C
CMYK: 95, 75, 1, 0
RGB: 25, 83, 165
Hex #: 1953a5



PACE® BLACK

Pantone Process Black C
CMYK: 72, 66, 65, 76
RGB: 29, 29, 29
Hex #: 1d1d1d



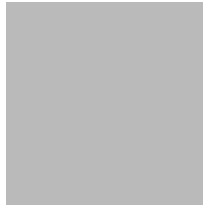
WHITE

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
Hex #: FFFFFFFF



PACE® DARK GRAY

Pantone 446 C CMYK:
68, 61, 60, 47 RGB: 64,
64, 64
Hex #: 404040



PACE® LIGHT GRAY

Pantone Cool Gray 4 C
CMYK: 27, 22, 22, 0 RGB:
186, 186, 186 Hex #:
BABABA



PACE® GRAY

Pantone 877 C
CMYK: 52, 43, 43, 8
RGB: 128, 128, 128
Hex #: 808080

COLOR PALETTE

SECONDARY / DIVISION BRAND COLORS



PACE® LIFE BLUE

Pantone 2925 C

CMYK: 67, 23, 0, 0

RGB: 24, 166, 248

Hex #: 18a6f8



PACE® ENVIRONMENT GREEN

Pantone 368 C

CMYK: 52, 4, 100, 0

RGB: 137, 190, 60

Hex #: 89be3c



PACE® SERVICE ORANGE

Pantone 166 C

CMYK: 2, 74, 100, 0

RGB: 237, 102, 9

Hex #: ed6609

COLOR STORY

The color palette represents the Pace Brand.

PACE® BLUE

The color blue represents trust. The new Pace Blue represents our leadership position in the marketplace, and the vibrant shade indicates the brand's innovation.

LIFE BLUE

Life Blue induces calm, serenity, and peace. Life Blue instills trust and peace.

ENVIRONMENT GREEN

Environment Green represents growth and nature of our business. It instills renewal and life. It evokes feelings of abundance and a plentiful environment while providing a secure feeling.

SERVICE ORANGE

Service Orange represents encouragement, and stimulates social communication. Service orange conveys excitement, motivation, and warmth. This color represents what Pace Service has to offer.

GRADIENTS

EACH GRADIENT REPRESENT A DIVISION OF THE BRAND. USE GRADIENTS WISELY AND ONLY FOR BACKGROUNDS.

GRADIENT PACE® BLUE

Pantone 660 C
CMYK: 87, 53, 0, 0
RGB: 0, 113, 188
Hex #: 0071bc



PACE® BLUE

Pantone 661 C
CMYK: 95, 75, 1, 0
RGB: 25, 83, 165
Hex #: 1953a5

GRADIENT LIFE BLUE

Pantone 297 C
CMYK: 48, 5, 0, 0
RGB: 120, 199, 239
Hex #: 78c7ef



PACE LIFE BLUE

Pantone 2925 C
CMYK: 67, 23, 0, 0
RGB: 24, 166, 248
Hex #: 18a6f8

GRADIENT ENVIRONMENT GREEN

Pantone 382 C
CMYK: 26, 0, 87, 0
RGB: 201, 236, 70
Hex #: c9ec46



PACE ENVIRONMENT GREEN

Pantone 368 C
CMYK: 52, 4, 100, 0
RGB: 137, 190, 60
Hex #: 89be3c

GRADIENT SERVICE ORANGE

Pantone 137 C
CMYK: 0, 41, 100, 0
RGB: 255, 165, 6
Hex #: ffa506

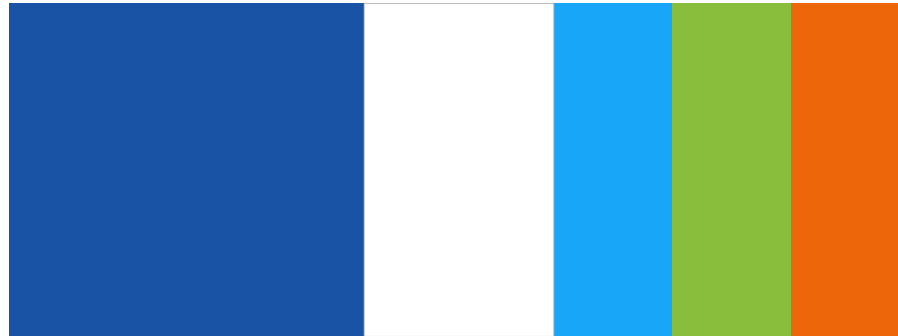


PACE SERVICE ORANGE

Pantone 166 C
CMYK: 2, 74, 100, 0
RGB: 237, 102, 9
Hex #: ed6609

COLOR RATIO

PACE® BLUE MAKES THE MOST OF THE COLOR SCHEME. THE REMAINING COLORS REPRESENT EACH DIVISION OF PACE



COLOR PALETTE

USING COLORS

Using the Pace color palette should be used wisely.

Secondary/division colors are used to highlight and represent that specific division. Do not use divisional colors if it is not represented of that division.

Color tinting is allowed, but not different colors. Tints are used most often in graphs and charts when a color differentiation is needed.

