



Blues Palette

**PANTONE®**  
2187 U

PANTONE® Formula Guide Uncoated

L\*a\*b\* 38 -6 -24  
sRGB 56 93 127  
HEX 385D7F  
Book page 170

**PANTONE®**  
551 U

PANTONE® Formula Guide Uncoated

L\*a\*b\* 75 -12 -13  
sRGB 150 192 206  
HEX 96C0CE  
Book page 142

**PANTONE®**  
2390 U

PANTONE® Formula Guide Uncoated

L\*a\*b\* 53 -9 -26  
sRGB 82 132 170  
HEX 5284AA  
Book page 181

**PANTONE®**  
2196 U

PANTONE® Formula Guide Uncoated

L\*a\*b\* 41 -7 -39  
sRGB 20 102 160  
HEX 1466A0  
Book page 172

Secondary colors CONTRAST: backgrounds, companion colors

**PANTONE®**  
282 U

PANTONE® Formula Guide Uncoated

L\*a\*b\* 314 -19  
sRGB 67 73 103  
HEX 434967  
Book page 155

**PANTONE®**  
704 U

PANTONE® Formula Guide Uncoated

L\*a\*b\* 45 36 14  
sRGB 162 80 86  
HEX A25056  
Book page 66

**PANTONE®**  
383 U

PANTONE® Formula Guide Uncoated

L\*a\*b\* 61 -14 49  
sRGB 142 154 54  
HEX 8E9A36  
Book page 255

**PANTONE®**  
5463 U

PANTONE® Formula Guide Uncoated

L\*a\*b\* 32 -5 -7  
sRGB 62 78 86  
HEX 3E4E56  
Book page 195

Secondary colors NEUTRALS: backgrounds, companion colors

**PANTONE®**  
7697 U

PANTONE® Formula Guide Uncoated

L\*a\*b\* 57 -10 -16  
sRGB 105 143 164  
HEX 698FA4  
Book page 173

**PANTONE®**  
7407 U

PANTONE® Formula Guide Uncoated

L\*a\*b\* 70 11 34  
sRGB 204 163 110  
HEX CCA36E  
Book page 3

**PANTONE®**  
Cool Gray 3 U

PANTONE® Formula Guide Uncoated

L\*a\*b\* 80 0 0  
sRGB 197 197 197  
HEX C5C5C5  
Book page 305

**PANTONE®**  
642 U

PANTONE® Formula Guide Uncoated

L\*a\*b\* 88 -3 -7  
sRGB 211 224 234  
HEX D3E0EA  
Book page 146

Secondary colors HIGHLIGHT: use sparingly, call out/alert colors

**PANTONE®**  
1665 U

PANTONE® Formula Guide Uncoated

L\*a\*b\* 61 49 43  
sRGB 229 104 73  
HEX E56849  
Book page 35

**PANTONE®**  
3514 U

PANTONE® Formula Guide Uncoated

L\*a\*b\* 78 17 67  
sRGB 244 180 61  
HEX F4B43D  
Book page 18

**PANTONE®**  
351 U

PANTONE® Formula Guide Uncoated

L\*a\*b\* 82 -25 69  
sRGB 186 215 57  
HEX BAD739  
Book page 255