

PROCON 2025 COLOR GUIDE

COLOR PALETTE

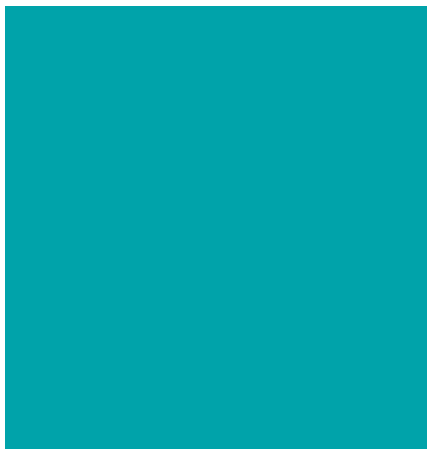
Color formulas for website, app, email, print

DYNAMIC PURPLE



RGB: 57, 48, 145
HEX: #393091
CMYK: 95, 98, 3, 0

SEA BLUE



RGB: 0, 163, 170
HEX: #00A3AA
CMYK: 78, 14, 34

JCC RED



RGB: 242, 108, 94
HEX: #F26C5E
CMYK: 0, 72, 61, 0

SUNNY YELLOW



RGB: 253, 189, 75
HEX: #FDBD4B
CMYK: 0, 28, 81, 0

LOGO COLOR BACKGROUNDS

The ProCon 2025 headers and logos use the above color palette. Either purple or white will be used as the background color. For logos on the purple background, the JCCs of NA logo and the date and location appear in white.



RECOMMENDED TEXT COLORS

For website, app, email, and print, when using the purple background make sure that text is white and titles and subtitles are white, yellow or red (for readability)

TITLE

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TITLE

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TITLE

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DECORATIVE STAR ELEMENTS

Decorative triangle star elements in the ProCon color palette will be used by Marketing to decorate and enhance signage, screen presentations, email communications, etc.

