



colour

the
BBBS
palette

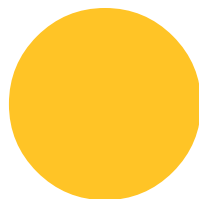
The BBBS Color Palette

The BBBS color palette comprises eleven Pantone® inks (which may be printed as spot color or as full-color) and a metallic gold. The primary color break of the BBBS mark, implemented in 1996, was Pantone 138 gold and 548 teal. This has been modified to 123 yellow and 314 teal for a look that is new, yet still relates to materials created in the former palette. The palette is suggested for use in any document or visual presentation, but it is not an option to print the mark in positive in colors other than white, black, metallic gold, or the color shown at right.

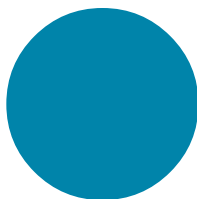
Examples of the mark reversed from a solid color appear on the following page (overleaf).

Big Brothers Big Sisters Color Palette

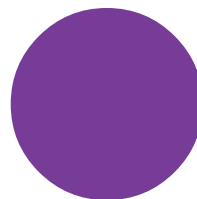
The colors shown below are the Big Brothers Big Sisters color palette. The first line gives the Pantone® spot color specifications; the second line gives the custom process color breaks. (**Note: most of these cmyp breaks are custom mixes, not the default break from spot color.**)



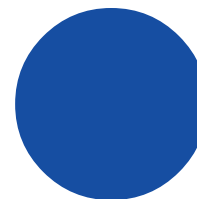
Pantone 123
0-24-94-0



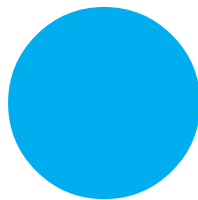
Pantone 314
100-0-9-30



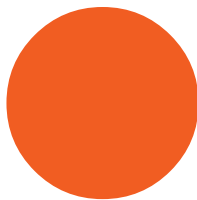
Pantone 2592
65-92-0-0



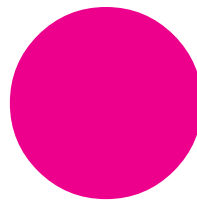
Process Blue
100-0-0-0



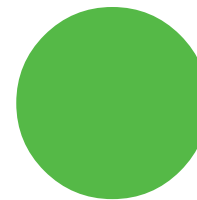
Reflex Blue
98-80-0-0



Warm Red
0-79-100-0



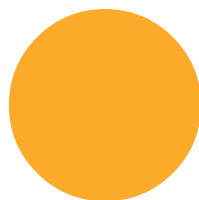
Rhodamine Red
0-100-0-0



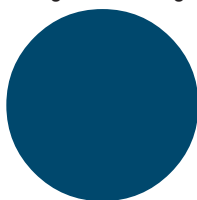
Pantone 361
69-0-100-0

Secondary Color Palette

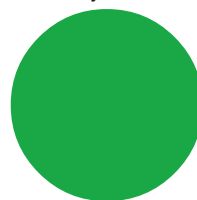
Below is the secondary palette for Big Brothers Big Sisters materials. Any of these colors are optional.



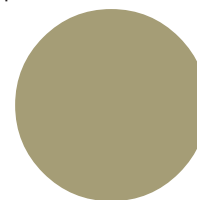
Pantone 138
0-38-94-0



Pantone 548
100-18-0-65



Pantone 2603
79-100-0-6



Pantone 872
(Metallic Gold)

IMPORTANT: *The colors in this document are created in process color. Please refer to the Pantone® Formula Guide for true versions of spot color inks.*

Print Color Specifications

Main BBBS Color Specification

123 Yellow/314 Teal is the preferred color break for the mark, in any version. (The B Version-Plain and A Boxed Version are shown below as examples.)



Big Brothers Big Sisters

Other Permitted Color Breaks

The mark may also appear as entirely 123 yellow, or in a break of purple and black (purple may be either 2592 or 2603), or all purple if printing a one-color document. (See next page for “white” permutations.)



Big Brothers Big Sisters



Big Brothers Big Sisters



Big Brothers Big Sisters

RULES OF USE: Color of the Graphic Identity

The Big Brothers Big Sisters mark may be printed:

- as 100% black, 100% white (reversed), or metallic gold, and
- in the colors shown above. **Do not print the mark in any other color.**

Color Variations cont'd.

Reversing the Mark

The graphic identity may be reversed in white from any color, or from black. (Do **not** print the mark in positive in any color except as noted on the previous page.)

Pantone 123
0-24-94-0



Pantone 314
100-0-9-30



Pantone 2592
65-92-0-0



Warm Red
0-79-100-0



Process Blue
100-0-0-0



Pantone 361
69-0-100-0



Rhodamine Red
0-100-0-0



Reflex Blue
98-80-0-0



Digital Media and the Web

The following formulas may be used to represent the BBBS color palette in digital media.

Spot:	123 Yellow	2592 Purple	314 Teal	361 Green	Warm Red	Process Blue	Rhodamine Red	Reflex blue
RGB:	255-204-0	102-0-153	0-153-153	0-153-51	204-51-0	51-153-255	204-0-153	0-0-153
Web:	FFCC00	660099	009999	009933	FF6600	3399FF	660099	000099