













































Design Accessibility Guidelines

Web Safe Colors (Accessibility Standards)

Adhering to the following color reproduction guidelines will help to create a consistent image, maintain the visual impact of the GW identity online, and ensure compliance with web accessibility standards.

This color palette is for use **only** on digital platforms (web design elements, graphics, promos, banners, apps, and digital signage).

* These color combinations work in large font sizes **only**, 18px/18pt or larger.

Core Primary Colors		
Color	HEX	Web Accessible Combinations
 GW_DarkBlue PMS 302	#033C5A	 GW_White #FFFFFF  GW Light Yellow PMS 1205* #F8E08E  GW_Yellow PMS 123 #FFC72C  GW_LightGreen PMS 368 #78BE20
 GW_Light Blue	#0073AA	 GW_White #FFFFFF  GW Light Yellow PMS 1205* #F8E08E  GW_Yellow PMS 123* #FF72C
 GW_Buff PMS 7503	#AA9868	Only use GW buff for artwork and design elements for web—it is not accessible for text. Accompanying text must be in an approved GW color combination.
 GW Light Yellow PMS 1205	#F8E08E	 GW_DarkBlue PMS 302 #033C5A  GW_LightBlue* #0073AA  GW_DarkGreen PMS 3288 #008364  GW_DarkBrown PMS 1605* #A75523  GW_Red PMS 186* #C9102F
 GW_White	#FFFFFF	 GW_DarkBlue PMS 302 #033C5A  GW_LightBlue #0073AA  GW_DarkBrown PMS 1605 #A75523  GW_DarkGreen PMS 3288 #008364  GW_Red PMS 186 #C9102F
Secondary Colors		
Color	HEX	Web Accessible Combinations
 GW_Yellow PMS 123	#FFC72C	 GW_DarkBlue PMS 302 #033C5A  GW_LightBlue* #0073AA  GW_DarkGreen PMS 3288 #008364  GW_DarkBrown PMS 1605* #A75523  GW_Red PMS 186* #C9102F
 GW_Brown PMS 1605	#A75523	 GW_White #FFFFFF  GW Light Yellow PMS 1205* #F8E08E  GW_Yellow PMS 123* #FFC72C
 GW_DarkGreen PMS 3288	#008364	 GW_White #FFFFFF  GW Light Yellow PMS 1205 #F8E08E  GW_DarkGreen PMS 368* #78BE20  GW_Yellow PMS 123 #FFC72C
 GW_LightGreen PMS 368	#78BE20	 GW_DarkBlue PMS 302 #033C5A  GW_DarkGreen PMS 3288* #008364
 GW_Red PMS 186	#C9102F	 GW_White #FFFFFF  GW Light Yellow PMS 1205* #F8E08E  GW_Yellow PMS 123* #FFC72C