

























Web Accessible Colors

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 (WCAG AA)				
 GW Dark Blue PMS 302	#033C5A	 GW White #FFFFFF	 GW Light Yellow PMS 1205* #F8E08E	 GW Yellow PMS 123 #FFC72C	 GW Light Green 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	#BDAB7A #A69362	 GW Buff #BDAB7A accessible at any size on top of on GW blue #033C5A		 GW Buff #A69362 on GW Blue for large text (above 18pt or bold above 15pt) and suitable with white backgrounds		
 GW Light Yellow PMS 1205	#F8E08E	 GW Dark Blue PMS 302 #033C5A	 GW Light Blue* #0073AA	 GW Dark Green PMS 3288 #008364	 GW Dark Brown PMS 1605* #A75523	 GW Red PMS 186* #C9102F
 GW White	#FFFFFF	 GW Dark Blue PMS 302 #033C5A	 GW Light Blue #0073AA	 GW Dark Brown PMS 1605 #A75523	 GW Dark Green PMS 3288 #008364	 GW Red PMS 186 #C9102F

Secondary Colors

Color	HEX	Web Accessible Combinations (WCAG AA)				
 GW Yellow PMS 123	#FFC72C	 GW Dark Blue PMS 302 #033C5A	 GW Light Blue* #0073AA	 GW Dark Green PMS 3288 #008364	 GW Dark Brown 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 Dark Green PMS 3288	#008364	 GW White #FFFFFF	 GW Light Yellow PMS 1205 #F8E08E	 GW Dark Green PMS 368* #78BE20	 GW Yellow PMS 123 #FFC72C	
 GW LightGreen PMS 368	#78BE20	 GW Dark Blue PMS 302 #033C5A	 GW Dark Green PMS 3288* #008364			
 GW Red PMS 186	#C9102F	 GW White #FFFFFF	 GW Light Yellow PMS 1205* #F8E08E	 GW Yellow PMS 123* #FFC72C		