

Appendix B: Color Guidelines

COLOR

Color Palette

Our color palette is contemporary and vibrant, reflecting our energy and enthusiasm. It's a mix of warm and cool hues that work universally across our design system.

The palette consists of seven colors—two from our logo—supplemented by white, three grays and black.

These are the only colors used. Do not add colors to our palette.

Color-Pairing Strategy

Each color, whether warm or cool, has a dark variation and a lighter counterpart. They are generally paired together in this manner.

While our colors work harmoniously, pairings must be analogous, such as a yellow background used with an orange (or white) headline and subheads.

Non-analogous pairings should never be used, for instance, pairing a yellow background with green or blue text.

The lighter color is always used as the background color. This creates the correct staging color for the Supergraphic in its analogous color variation.

Color Palette



Color Pairings



SAE International Technical Paper Style Guide













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Color Specifications

All colors in the SAE color palette have precise color references, shown in the specifications charts on this page.

Always use the exact color values listed, which correspond to the medium being employed. Don't use color references or values from files that have been converted automatically between color modes.

Some software programs don't always make color conversions that are equal to the specific color values listed in the palette specifications. Slight variances in color may occur when printed through different processes or reproduced in different media.

Color	Spot Color*	CMYK	RGB
 SAE Blue	Pantone 2925 C/U	86/8/0/0	1/160/233
 SAE Dark Blue	Pantone 301 C/U	100/60/4/19	0/81/149
 SAE Light Green	Pantone 361 C/U	69/0/97/0	46/177/53
 SAE Dark Green	Pantone 348 C/U	100/2/100/10	0/119/61
 SAE Yellow	Pantone 130 C/U	0/31/95/0	255/178/1
 SAE Orange	Pantone 158 C/U	0/62/95/0	234/113/37
 SAE Red	Pantone 485 C/U	0/95/100/0	220/41/30
 SAE Light Gray	Pantone Cool Gray 3 C/U	0/0/0/20	202/202/200
 SAE Medium Gray	Pantone Cool Gray 7 C/U	0/0/0/45	154/155/157
 SAE Dark Gray	Pantone Cool Gray 10 C/U	0/0/0/80	97/98/101
 White	NA	0/0/0/0	255/255/255
 SAE Black	Black C/U	0/0/0/100	0/0/0

*Pantone Colors

In lieu of the color(s) listed on this page, you may use the PANTONE® colors cited, the standards for which can be found in the current edition of the PANTONE® formula guide. The colors shown throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® Color Standards. Consult current PANTONE® Publications for accurate color. PANTONE® is the property of Pantone, Inc.