



KW Print Logo Colors in PMS:

KW® Red: Pantone Matching System 200  
KW® Gray: Pantone Matching System 424

KW Print Logo Colors in CMYK:

KW® Red:  
C=0 M=100  
Y=66 K=13  
  
KW® Gray:  
C=0 M=0  
Y=0 K=61

KWU Print Logo Colors in PMS:

KWU – Black and Pantone Matching System 200  
KWU Connect – Black and Pantone Matching System 3165  
KWU MAPS Institute – Black and Pantone Matching System 261

KW Standard Web Colors in Hex & RGB:

<b>KW® Red:</b> Hex: #B40101 RGB: 180-1-1	
<b>Dark Red:</b> Hex: #990000 RGB: 153-0-0	
<b>Khaki:</b> Hex: #EFEFDE RGB: 239-239-222	
<b>Taupe:</b> Hex: #A19F91 RGB: 161-159-145	
<b>Light Taupe:</b> Hex: #DFDFD9 RGB: 223-223-217	
<b>Gray 1</b> Hex: #333333 RGB: 51-51-51	
<b>Gray 2</b> Hex: #666666 RGB: 102-102-102	
<b>Gray 3</b> Hex: #999999 RGB: 153-153-153	
<b>Gray 4</b> Hex: #CCCCCC RGB: 204-204-204	
<b>Gray 5</b> Hex: #F2F2EE RGB: 242-242-238	
<b>Gray 6</b> Hex: #F5F5F5 RGB: 245-245-245	
<b>Black:</b> Hex: #000000 RGB: 0-0-0	

Updated Date: 6/30/12



