

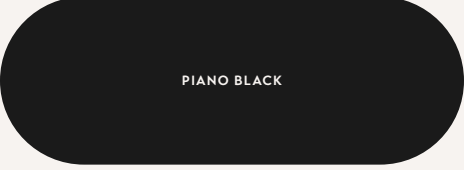
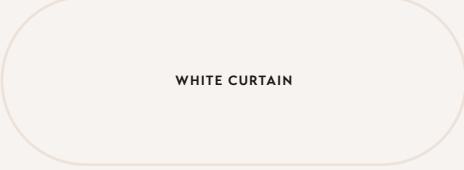
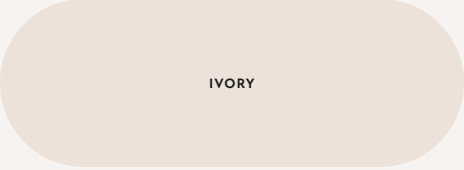

Color

Consistent use of brand colors boosts recognition and contributes to the brand personality. The following brand colors for Orlando Ballet contribute to its elevated look and feel.

PRIMARY COLORS

Warm beiges and “almost” black bring a sophisticated and luxurious feel to the Orlando Ballet brand.

All main brand applications should stick with these neutral colors and may incorporate one secondary color as-needed.

	
PIANO BLACK	WHITE CURTAIN
CMYK 0-0-0-90	CMYK 0-2-3-3
RGB 26-26-26	RGB 247-243-240
HEX #1A1A1A	HEX #F7F3F0
	
IVORY	TERRE BEIGE
CMYK 0-4-7-7	CMYK 0-3-6-31
RGB 236-226-217	RGB 175-167-160
HEX #ECE2D9	HEX #AFA7A0

SECONDARY COLORS

A variety of rich secondary colors bring versatility while maintaining an elevated tone.

Aubergine should be the most frequently-used secondary color.









Show palettes can be created using any of these secondary colors.

	
AUBERGINE	BLUE HERON
CMYK 3-6-0-84	CMYK 11-1-0-47
RGB 33-25-40	RGB 109-134-136
HEX #211928	HEX #6D8688
	
GOLD	GARDEN ROSE
CMYK 0-7-22-49	CMYK 0-18-16-52
RGB 129-111-72	RGB 123-76-82
HEX #816F48	HEX #7B4C52
	
FORMOSA BLUE	OLD OAK GREEN
CMYK 16-7-0-67	CMYK 12-0-1-74
RGB 43-64-83	RGB 36-67-64
HEX #2B4053	HEX #244340

TERTIARY COLORS

These colors are used very sparingly. They are used to call attention to special items or calls-to-action.

Tertiary colors can be used to build color palettes for shows and other sub-brands. Very rarely should more than one tertiary be used in the same color palette.

	
ROUGE	TEAL
CMYK 0-41-39-27	CMYK 20-1-0-29
RGB 187-82-88	RGB 128-178-180
HEX #BB5258	HEX #80B2B4
	
STEINMETZ ORANGE	VIOLET
CMYK 0-23-55-27	CMYK 23-16-0-44
RGB 186-127-47	RGB 85-102-143
HEX #BA7F2F	HEX #55668F
	
SUNSHINE	LAVENDER
CMYK 0-13-37-5	CMYK 8-11-0-28
RGB 242-209-147	RGB 164-156-84
HEX #F2D193	HEX #A49CB8
	
SEA GREEN	POINTE PINK
CMYK 21-0-9-36	CMYK 0-13-17-8
RGB 110-163-141	RGB 234-202-191
HEX #6EA38D	HEX #EACABF