



Packaging and Labeling Colors

The formulas for LCB-designated colors allowed for use on packages and labels are indicated on the color sheet. All formulas represent the same color. CMYK and Pantone color guides are traditionally used with printing, whereas Hex and RGB represent on screen equivalents.

- You are only allowed one background color on your package.
- Gradient colors count as accent colors. Up to three accent colors in total are permitted with font and/or design elements.
- Any gradient of each color between zero and 100% is allowed for use on packages/labels.
- Background colors can be used for a font without counting against the three allotted accent colors.

Approved Colors	Background Color	Accent Color	Font Color
Black, White*, Gray, Brown, Tan, Cream	Yes	Yes	Yes
	Only one of the six colors	These colors do not count against your allotted accent color limit.	
Red, Maroon, Golden Yellow, Lemon Yellow, Green, Avocado, Blue, Dark Blue, Teal, Purple, Pink, Gold, Silver	No	Yes	Yes
		You are allowed up to three accent colors per package or label. Font color(s) and any gradient color(s) count as an accent color.	

*White is not displayed in the colors below, but it is an approved option



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Color usage key: *B* = background, *A* = accent, *F* = font

<p>Black</p>  <p>RGB: 16, 24, 32 CMYK: 50, 25, 0, 87 Hex: 101820 Pantone: 6c BAF</p>	<p>Gray</p>  <p>RGB: 91, 102, 112 CMYK: 79, 9, 0, 56 Hex: 5B6670 Pantone: 431c BAF</p>	<p>Brown</p>  <p>RGB: 100, 53, 17 CMYK: 0, 47, 83, 61 Hex: 643511 Pantone: 732c BAF</p>	<p>Tan</p>  <p>RGB: 185, 151, 91 CMYK: 0, 18, 51, 27 Hex: B9975B Pantone: 465c BAF</p>	<p>Cream</p>  <p>RGB: 241, 230, 178 CMYK: 0, 5, 26, 5 Hex: F1E6B2 Pantone: 7499c BAF</p>	<p>Red</p>  <p>RGB: 225, 37, 39 CMYK: 0, 86, 100, 10 Hex: E52100 Pantone: 485c AF</p>
<p>Maroon</p>  <p>RGB: 152, 38, 44 CMYK: 0, 75, 71, 40 Hex: 98262C Pantone: 7622c AF</p>	<p>Golden Yellow</p>  <p>RGB: 255, 164, 0 CMYK: 0, 36, 100, 0 Hex: FFA400 Pantone: 137c AF</p>	<p>Lemon Yellow</p>  <p>RGB: 254, 218, 36 CMYK: 0, 14, 86, 0 Hex: FEDA24 Pantone: 115c AF</p>	<p>Green</p>  <p>RGB: 0, 133, 36 CMYK: 100, 0, 73, 48 Hex: 008524 Pantone: 2258c AF</p>	<p>Avocado</p>  <p>RGB: 128, 140, 37 CMYK: 9, 0, 74, 45 Hex: 808C25 Pantone: 2306c AF</p>	<p>Blue</p>  <p>RGB: 0, 51, 160 CMYK: 100, 68, 0, 37 Hex: 0033A0 Pantone: 286c AF</p>
<p>Dark Blue</p>  <p>RGB: 0, 32, 91 CMYK: 100, 65, 0, 64 Hex: 00205B Pantone: 281c AF</p>	<p>Teal</p>  <p>RGB: 0, 132, 118 CMYK: 100, 0, 11, 48 Hex: 008476 Pantone: 327c AF</p>	<p>Purple</p>  <p>RGB: 81, 13, 119 CMYK: 32, 89, 0, 53 Hex: 510D77 Pantone: 2607c AF</p>	<p>Pink</p>  <p>RGB: 244, 98, 121 CMYK: 0, 60, 50, 4 Hex: F46279 Pantone: 709c AF</p>	<p>Gold</p>  <p>RGB: 144, 124, 75 CMYK: 0, 14, 48, 44 Hex: 907C4B Pantone: 871c AF</p>	<p>Silver</p>  <p>RGB: 133, 136, 139 CMYK: 4, 2, 0, 45 Hex: 85888B Pantone: 877c AF</p>
<p>Pear Green</p>  <p>RGB: 181, 189, 0 CMYK: 27, 0, 100, 3 Hex: B5BD00 Pantone: 390c AF</p>	<p>Fern Green</p>  <p>RGB: 116, 170, 80 CMYK: 56, 2, 78, 5 Hex: 74AA50 Pantone: 7489c AF</p>	<p>Cinnamon</p>  <p>RGB: 131, 57, 33 CMYK: 11, 82, 100, 48 Hex: 833921 Pantone: 1685c AF</p>	<p>Dark Brown</p>  <p>RGB: 63, 32, 33 CMYK: 36, 84, 59, 85 Hex: 3F2021 Pantone: 4975c AF</p>	<p>Rust</p>  <p>RGB: 190, 83, 28 CMYK: 5, 77, 100, 15 Hex: BE531C Pantone: 167c AF</p>	<p>Caramel</p>  <p>RGB: 181, 99, 0 CMYK: 23, 67, 100, 11 Hex: B56300 Pantone: 8963c AF</p>