



Washington State Liquor and Cannabis Board

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.

Any gradient of each color between zero and 100% is also permitted for use on packages/labels.



RGB: 241, 230, 178
CMYK: 0, 5, 26,5
Hex: F1E6B2
Pantone: 7499
Cream shade



RGB: 185, 151, 91
CMYK: 0, 18, 51, 27
Hex: B9975B
Pantone: 465
Tan shade



RGB: 225, 37, 39
CMYK: 0, 86, 100, 10
Hex: E52100
Pantone: 485
Red shade



RGB: 152, 38, 44
CMYK: 0, 75, 71, 40
Hex: 98262C
Pantone: 7622
Maroon shade



RGB: 255, 164, 0
CMYK: 0, 36, 100, 0
Hex: FFA400
Pantone: 137
Golden Yellow shade



RGB: 254, 218, 36
CMYK: 0, 14, 86, 0
Hex: FEDA24
Pantone: 115
Lemon Yellow shade



RGB: 0, 133, 36
CMYK: 100, 0, 73, 48
Hex: 008524
Pantone: 2258
Green shade



RGB: 128, 140, 37
CMYK: 9, 0, 74, 45
Hex: 808C25
Pantone: 2306
Avocado Green shade



RGB: 0, 51, 160
CMYK: 100, 68, 0, 37
Hex: 0033A0
Pantone: 286
Blue shade



RGB: 0, 32, 91
CMYK: 100, 65, 0, 64
Hex: 00205B
Pantone: 281
Dark Blue shade



RGB: 0, 132, 118
CMYK: 100, 0, 11, 48
Hex: 008476
Pantone: 327
Teal shade



RGB: 81, 13, 119
CMYK: 32, 89, 0, 53
Hex: 510D77
Pantone: 2607
Purple shade



RGB: 244, 98, 121
CMYK: 0, 60, 50, 4
Hex: F46279
Pantone: 709
Pink shade



RGB: 100, 53, 17
CMYK: 0, 47, 83, 61
Hex: 643511
Pantone: 732
Brown shade



RGB: 91, 102, 112
CMYK: 79, 9, 0, 56
Hex: 5B6670
Pantone: 431
Gray shade



RGB: 16, 24, 32
CMYK: 50, 25, 0, 87
Hex: 101820
Pantone: 6
Black shade



RGB: 144, 124, 75
CMYK: 0, 14, 48, 44
Hex: 907C4B
Pantone: 871
Gold shade



RGB: 133, 136, 139
CMYK: 4, 2, 0, 45
Hex: 85888B
Pantone: 877
Silver shade