



# Word of Life Colors

## Primary

### Dark Blue

PMS 548C  
CMYK = 73 / 0 / 0 / 73  
RGB = 0 / 79 / 104  
Hex# 004f68

## Secondary

### Light Blue

PMS 2915  
CMYK = 48 / 0 / 0 / 0  
RGB = 115 / 209 / 245  
Hex# 73d1f5

### Black 10%

CMYK = 0 / 0 / 0 / 10  
RGB = 230 / 231 / 232

### Black 50%

CMYK = 0 / 0 / 0 / 50  
RGB = 147 / 149 / 152

### Black 90%

CMYK = 0 / 0 / 0 / 90  
RGB = 65 / 64 / 66

### White

CMYK = 0 / 0 / 0 / 0  
RGB = 255 / 255 / 255

## Sub-Brands

### Bible Institute Blue

PMS 2185c  
CMYK = 73 / 0 / 0 / 42  
RGB = 0 / 126 / 161  
Hex# 007ea1

### Camps Blue

CMYK = 48 / 0 / 0 / 0  
RGB = 115 / 209 / 245  
Hex# 73d1f5

### Youth Ministries Red

CMYK = 16 / 97 / 84 / 6  
RGB = 196 / 42 / 54  
Hex# c42a36

### International Ministries Orange

CMYK = 6 / 47 / 94 / 0  
RGB = 233 / 149 / 49  
Hex# e99531