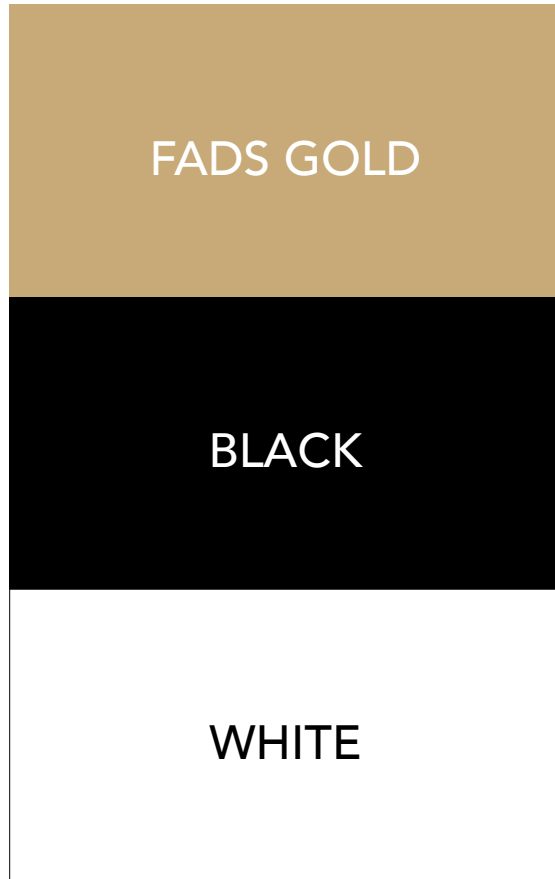












FRED ASTAIRE
DANCE STUDIOS.

Color
GUIDE

PRIMARY COLORS







 PMS 466
 C **22** • M **31** • Y **59** • K **1**
 #c7a978
 R **199** • G **169** • B **120**

 PMS Process Black
 C **60** • M **40** • Y **40** • K **100**
 #000000
 R **0** • G **0** • B **0**





 C **0** • M **0** • Y **0** • K **0**
 #ffffff
 R **255** • G **255** • B **255**

ACCENT COLORS







 PMS 187
 C **22** • M **100** • Y **88** • K **15**
 #ab192d
 R **17** • G **25** • B **45**







 PMS 2627
 C **84** • M **100** • Y **32** • K **35**
 #3d1152
 R **61** • G **17** • B **82**



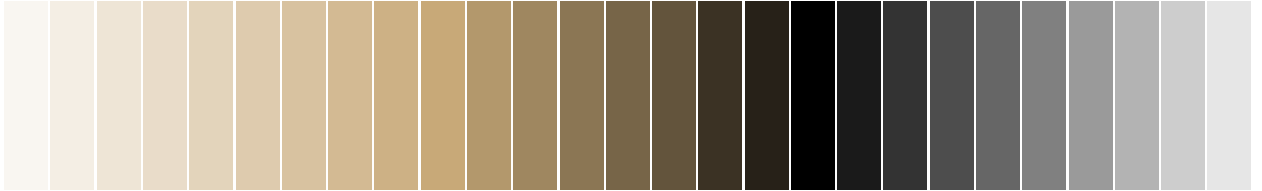
 PMS 476
 C **48** • M **67** • Y **74** • K **54**
 #513629
 R **81** • G **54** • B **41**



 PMS 109
 C **1** • M **16** • Y **100** • K **0**
 #ffd200
 R **255** • G **210** • B **0**

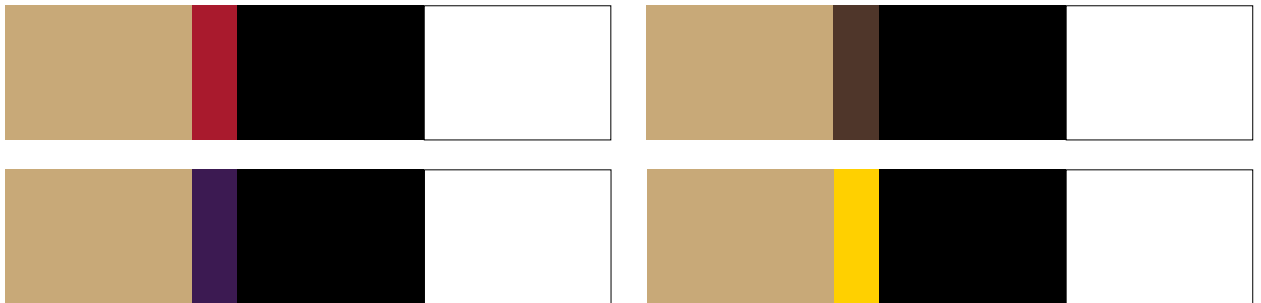


It is okay to use shades of our primary colors in your designs



HOW TO USE ACCENT COLORS

Accent colors add versatility to our Primary palette. These colors must be used sparingly in combinations with Primary colors, FADS Gold, Black and White. Accent colors must never be used in the logo or building signs. They may be used as accent colors in studio decor.



Explanation of Color Formulas



Pantone Matching System, or PMS
A standardized color matching system most widely used by print vendors and graphic designers. PMS colors are solid-color inks



Red-Green-Blue, or RGB
The three hues of light (red, green and blue), that combine to form every color on television screens and computer monitors, tablets and smart phones



Cyan-Magenta-Yellow-Black, or CMYK
Cyan, Magenta, Yellow and Black are the four ink colors used in offset and digital printing (often called four-color printing) for full-color documents



Hexadecimal Code, or HEX CODE
A numbering system for colors used in web design or other digital applications

SHADES & TINTS OF GOLD

SHADES



#c7a978

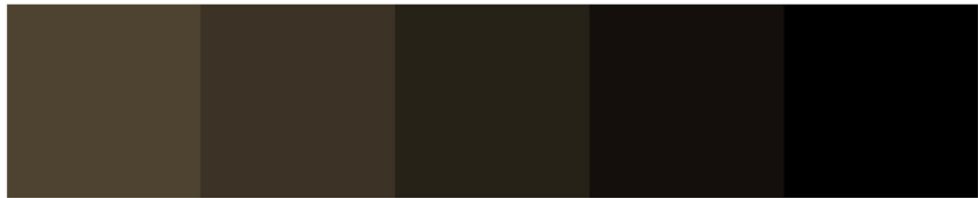
#b3986c

#9f8760

#8b7654

#776548

#63543c



#4f4330

#3b3224

#272118

#13100c

#000000

TINTS



#c7a978

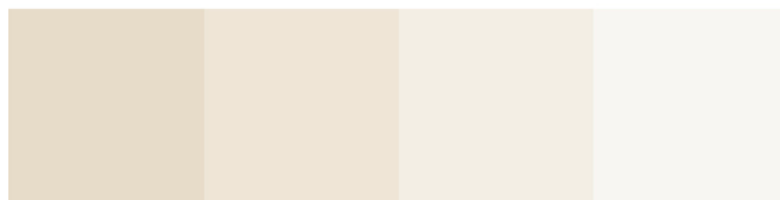
#ccb185

#d2ba93

#d7c2a0

#ddcbae

#e3d4bb



#e8dcc9

#eee5d6

#f3ede4

#f9f6f1

#ffffff