

COLORS

A consistent color palette, used across all Great Valley Advisors communications unifies all communications.

PRIMARY



GVA Primary Blue

CMYK C 78 M 45 Y 1 K 0

RGB R 54 G 125 B 191

HEX # 307EC0

PMS 7690



GVA Light Blue

CMYK C 51 M 22 Y 3 K 0

RGB R 130 G 174 B 215

HEX # 82aed7

PMS 284



GVA Dark Blue

CMYK C 96 M 82 Y 37 K 27

RGB R 32 G 56 B 94

HEX # 1e385e

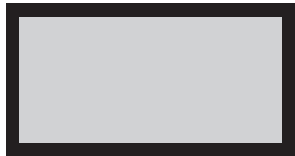
PMS 2955

GRAYS



GVA Gray = K 42%

PMS 429



GVA Light Gray = K 20%

PMS 428

