

COLOR PALETTE

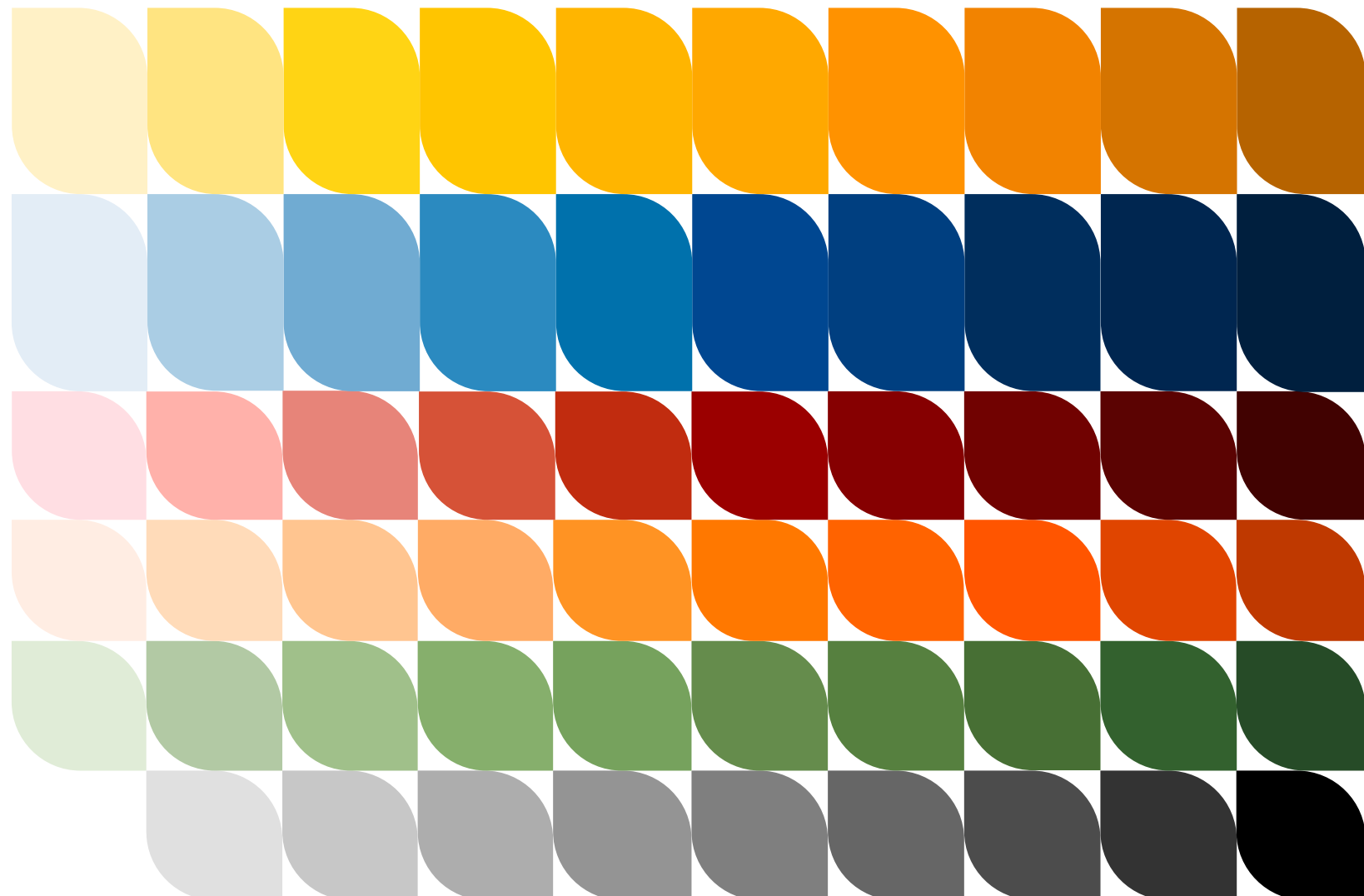
Color is one of the most immediate and recognizable elements of a brand. It shapes perception, guides attention, and reinforces identity across all communications.

A strong color system begins with **PRIMARY COLORS** - the core palette that defines the brand and should be used most consistently. These colors anchor key elements such as logos, headers, and calls to action, creating a clear and recognizable visual foundation.

SUPPORT COLORS provide flexibility without weakening the brand. They help organize information, create hierarchy, and add visual interest across different formats, while still working in harmony with the primary palette.

Effective use of **CONTRAST IS ESSENTIAL**. Strong contrast ensures readability, accessibility, and clarity - especially for digital and public-facing materials. Color combinations should always maintain legibility and meet accessibility standards in a variety of lighting and viewing conditions.

CONSISTENCY IS CRITICAL. Thoughtful color pairing, balanced use of bold and neutral tones, and proper application across backgrounds, typography, and graphics all contribute to a cohesive, professional system that builds trust and long-term recognition.



Primary Colors

DOT&PF's visual identity is built on two primary colors, with a stronger emphasis on the blue palette.

These colors are designed to work both independently and together. In any application, one color should clearly lead the composition while the other supports it to maintain visual clarity and hierarchy.

Arctic Blue serves as the core brand color, anchoring the identity and providing consistency across materials. Alaska Gold functions as the primary accent - used strategically to highlight key information, guide attention, and add contrast without overpowering the overall design.

While Arctic Blue leads most compositions, Alaska Gold plays an equally important role. Its high visibility makes it effective for calls to action, safety information, and key highlights. When used intentionally, it can lead a design in situations where emphasis and visibility are critical, while still maintaining overall brand balance.

ARCTIC BLUE

00478E

0, 71, 42

100, 50, 0, 44

2955 C

RAL 5003

HEX

RGB

CMYK

Pantone

RAL

ALASKA GOLD

FFAD00

255, 173, 0

0, 32, 100, 0

1375 C

RAL 1028

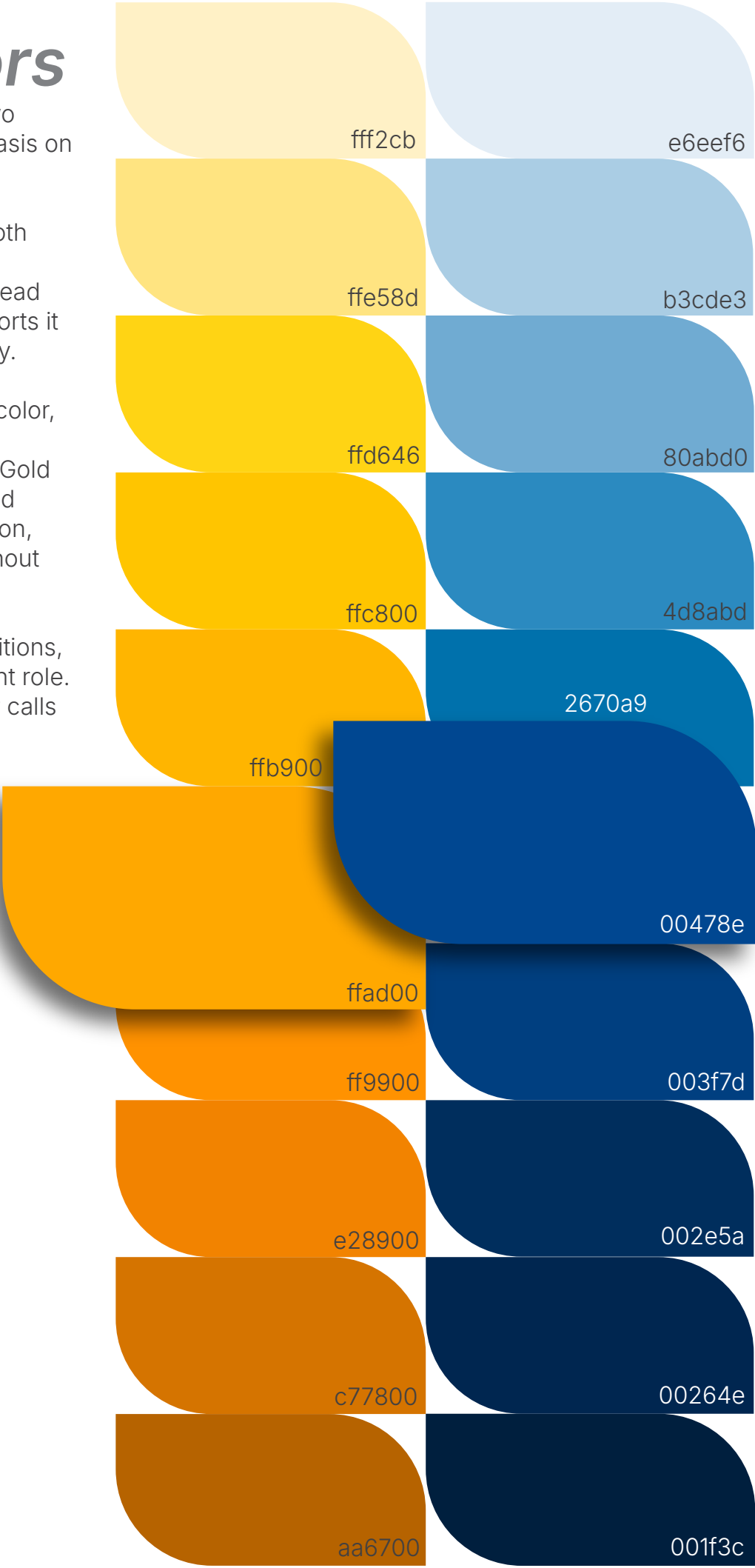
HEX

RGB

CMYK

Pantone

RAL



Support Colors

DOT&PF's support color palette - Copper Red, Safety Orange, and Tundra Green - provides flexibility while reinforcing the overall identity. These colors are intended to complement, not compete with, the primary palette.

Support colors should be used selectively to add emphasis, organize information, or distinguish content across materials such as maps, infographics, and safety messaging. They are especially effective for categorization, alerts, and highlighting secondary elements within a design.

Each support color can have a strong visual presence, and should be used wisely when deciding on sub-identities for projects or initiatives. Use these colors with intention, ensuring the primary colors remain a part of the design and the overall composition stays cohesive and recognizable.

COPPER RED

B13A1F	HEX
177, 58, 31	RGB
0, 67, 82, 31	CMYK
7597 C	Pantone
RAL 3016	RAL

SAFETY ORANGE

EA6118	HEX
234, 97, 24	RGB
0, 59, 90, 8	CMYK
1585 C	Pantone
RAL 2004	RAL

TUNDRA GREEN

5F7F45	HEX
95, 127, 69	RGB
25, 0, 46, 50	CMYK
5757 C	Pantone
RAL 6003	RAL