



Color palette guidelines

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Color palette principles

Create light, open vs dark, dense designs

Overall, opt for light, bright designs to convey an approachable feel, modern look and airy aesthetic. Avoid dense, dark elements. In cases where darker elements are needed for contrast, keep the balance of the design lighter. Use darker design themes sparingly and intentionally for specific use cases that benefit the end user or project goal.

ASK YOURSELF:

Q: Should this design theme be lighter or darker considering the use case?

Use brand colors impactfully

Leveraging brand colors in designs reinforces brand consistency and builds trust with our users. Misusing the colors in designs can divert key focus from content. Strategic placement of the brand colors is needed to keep designs balanced and visually effective.

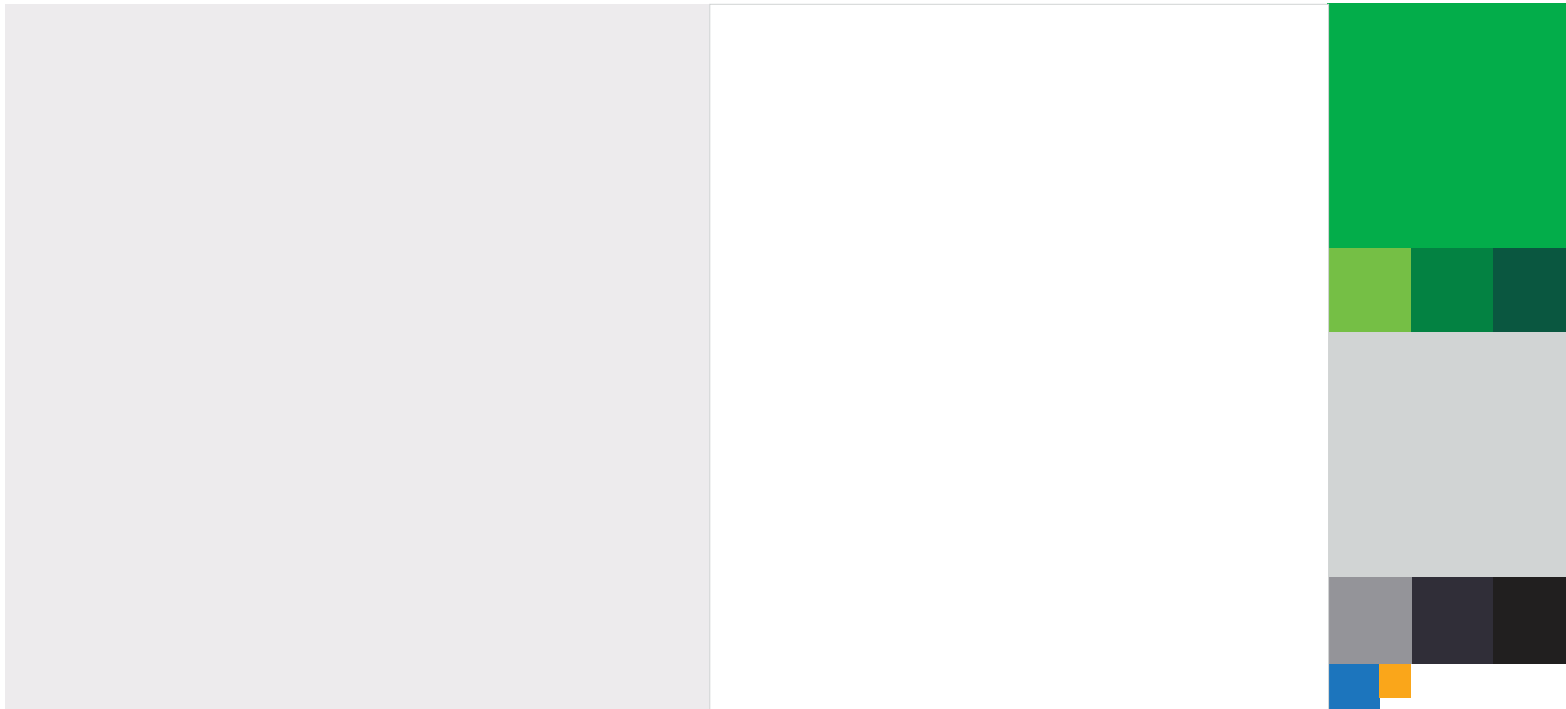
ASK YOURSELF:

Q: Does the design use brand colors in a balanced way with other content to maximize impact and lead the users eye?

Color palette principles

The hierarchy of our palette emphasizes using neutral grays with our greens to provide impact and focus on information and key messages. Our palette also includes secondary colors with darker neutral grays and accent colors featuring a blue and yellow.

Default light theme and color hierarchy



Color palette principles

For special screen applications, a dark theme may be used to enhance contrast for user interface elements and legibility. This theme is to be used sparingly. Whenever possible, it is preferable to use the default light theme.

Dark theme and color hierarchy





Guidance

1. Use core color combinations of white/light neutrals and greens.
2. Use our lead green to call attention to important information, key messages and actions.
3. Secondary colors should not dominate layouts.
4. Use accent colors sparingly to enhance visuals or emphasize communications.
5. Visit [Lexmark.com](https://www.lexmark.com) for examples of color usage.

Color palette for print applications

This palette is appropriate for print applications including spot color and CMYK printing.

Lead colors

Light green



PMS: 802 C
CMYK: 59.0.100.0

Lead green



PMS: 354 C
CMYK: 81.1.100.0

Mid green



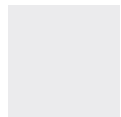
PMS: 348 C
CMYK: 88.24.100.11

Dark green



PMS: 343 C
CMYK: 89.41.78.38

Lead grey



PMS: 7541 C
CMYK: 6.5.4.0

Light gray



PMS: 7543 C
CMYK: 0.0.0.20

Mid gray



PMS: 7545 C
CMYK: 0.0.0.50

Dark gray



PMS: 7546 C
CMYK: 75.70.55.55

Black



PMS: Black C
CMYK: 0.0.0.100

Secondary colors

Blue



PMS: 285 C
CMYK: 85.50.0.0

Yellow



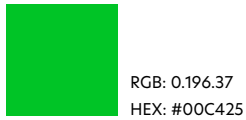
PMS: 7409 C
CMYK: 0.40.100.0

Color palette for screen applications

This color palette is available in RGB and hexadecimal values for screen-based applications. Additional colors have been added for accessibility and web-based interactions and alerts.

Lead colors

Light green (Green 2)



Lead Green (Green 3)



Mid green (Green 4)



Dark green (Green 5)



Lead gray (Neutral 1)



Light gray (Neutral 2)



Mid gray (Neutral 4)



Dark gray (Neutral 6)

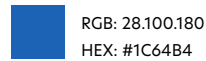


Black

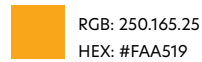


Secondary colors

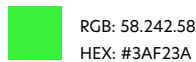
Blue



Yellow



Accent light green (Green 1)



Additional UI colors

UI Blue (links)



UI purple (visited links)



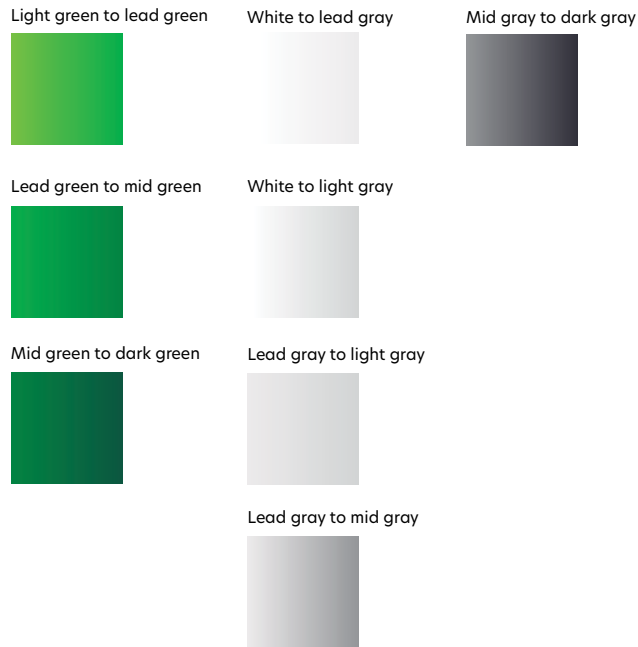
Alert red



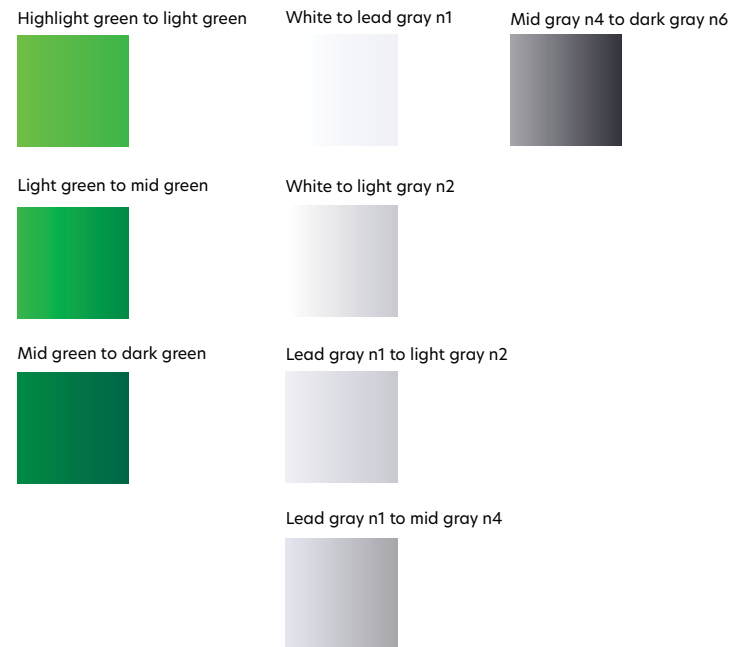
Gradients

Gradients are used to create a smooth transition between two colors and are used in both print and digital design. Gradients should be used as backgrounds, photographic effects, data visualizations and user interface elements. Gradients can be used directionally including left to right, right to left, top to bottom or bottom to top.

Print gradients



Screen gradients



Downloads

[Lexmark print palette](#)

[Lexmark screen application palette](#)

Lead colors

Light green



PMS: 802 C
 CMYK: 59.0.100.0
 RGB: 0.196.37
 HEX: #00C425

Lead Green



PMS: 354 C
 CMYK: 81.1.100.0
 RGB: 0.173.33
 HEX: #00AD21

Mid green



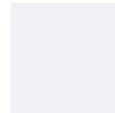
PMS: 348 C
 CMYK: 88.24.100.11
 RGB: 0.137.69
 HEX: #008945

Dark green



PMS: 343 C
 CMYK: 89.41.78.38
 RGB: 0.100.70
 HEX: #006446

Lead gray



PMS: 7541 C
 CMYK: 6.5.4.0
 RGB: 239.240.246
 HEX: #EFFF0F6

Light gray



PMS: 7543 C
 CMYK: 0.0.0.20
 RGB: 230.230.240
 HEX: #E6E6F0

Mid gray



PMS: 7545 C
 CMYK: 0.0.0.50
 RGB: 165.165.170
 HEX: #A5A5AA

Dark gray



PMS: 7546 C
 CMYK: 75.70.55.55
 RGB: 50.50.60
 HEX: #32323C

Black



PMS: Black C
 CMYK: 0.0.0.100
 RGB: 0.0.0
 HEX: #000000

Secondary colors

Blue



PMS: 285 C
 CMYK: 85.50.0.0
 RGB: 28.100.180
 HEX: #1C64B4

Yellow



PMS: 7409 C
 CMYK: 0.40.100.0
 RGB: 250.165.25
 HEX: #FAA519

Accent light green (screen only)



RGB: 58.242.58
 HEX: #3AF23A

Additional UI colors

UI Blue (links)



RGB: 10.33.238
 HEX: #0A21EE

UI purple (visited links)



RGB: 85.26.139
 HEX: #551A8B

Alert red



RGB: 209.34.47
 HEX: #D1202F