DeRoyal® COLOR SCHEME

The DeRoyal color palette is based on shades from the Pantone Bridge Coated library.

PRIMARY:

The primary color used for DeRoyal is Pantone® 293. The logo, tagline, and graphical elements should always use this color. Half tones may be used for shadowing. The logo may be shown in black or reverse print (white) if necessary.

PMS	293
CMYK	100,69,0,4
RGB	0,88,164
HTML	#0058A4

SECONDARY:

Secondary colors should be used along with the primary color and never without it. Accent colors should not replace the primary blue.

PMS	295		298		325		367		7545	
CMYK	100,69,8,54		67,2,0,0		50,0,23,0		40,0,81,0		58,32,18,54	
RGB	0,45,91		20,190,240		12,202,203		164,213,93		61,85,103	
HTML	#002D5B		#14BEF0		#70CACB		#A4D55D		#3D5567	

PRESENTATION FONTS:

DeRoyal presentation decks represent the DeRoyal brand during proposals and sales pitches. Maintaining consistent fonts and styles maintain a professional brand story.

HEADLINES:

Aa
Poppins
BOLDLIGHT

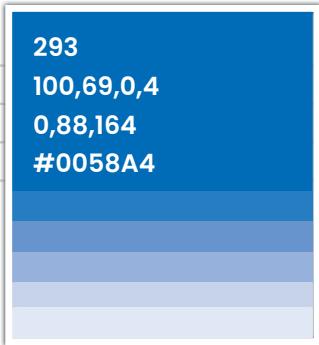### BODY COPY/PARAGRAPHS:

Aa
Calibri
REGULAR

Aa
Arial
REGULAR

DeRoyal® MARKETING COLOR SCHEME

The marketing color palette is based on shades from the Pantone Bridge Coated library.

PRIMARY:

The primary color used for DeRoyal is Pantone® 293. The main color is used throughout our product marketing and intertwined with the marketing secondary colors to represent the category group classification for each DeRoyal product.

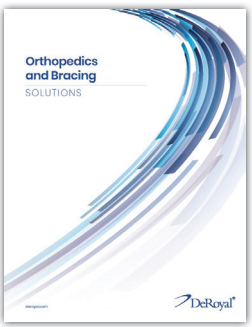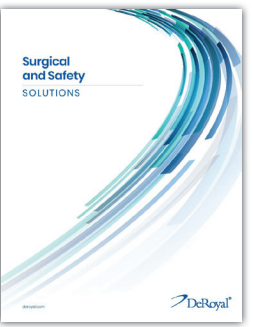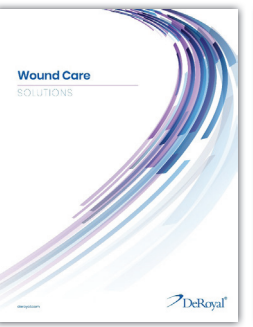| PMS	293
CMYK	100,69,0,4
RGB	0,88,164
HTML	#0058A4
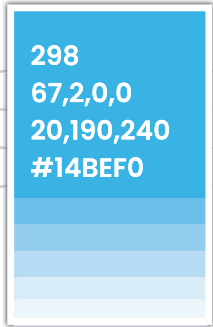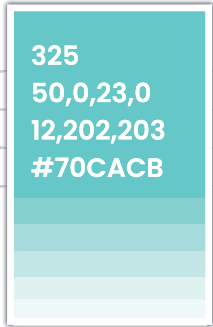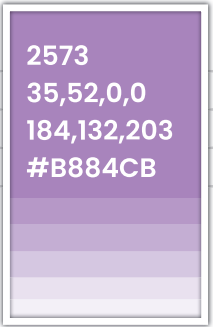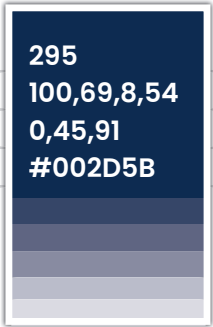
MARKETING SECONDARY:
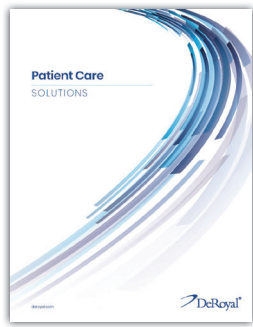
The following is a complete list of product category colors to be used on catalogs and product marketing literature to differentiate the product family categories.

	PATIENT CARE & ORTHOPEDIC	SURGICAL & SAFETY	WOUND CARE & NPWT	CONTINUUM® SOLUTIONS
PMS	298	325	2573	295
CMYK	67,2,0,0	50,0,23,0	35,52,0,0	100,69,8,54
RGB	20,190,240	12,202,203	184,132,203	0,45,91
HTML	#14BEF0	#70CACB	#B884CB	#002D5B

PATIENT CARE

ORTHOPEDIC & BRACING

SURGICAL & SAFETY

WOUND CARE & NPWT

CONTINUUM® SOLUTIONS

EXAMPLE: *Product Catalogs (see above)*