



# PRIMARY COLOR PALETTE

The primary brand color for IMSA is blue with white where blue can either be the dominant color of text and logo, or reversed out of blue or black field in white.



**PMS  
294C**

C100 M86 Y29 K22  
R27 G55 B105  
#1A3668



**PMS  
638C**

C86 M0 Y9 K0  
R0 G181 B223  
#00B4DF



**PMS  
Cool Grey 7C**

C86 M0 Y9 K0  
R0 G181 B223  
#00B4DF