



|   |   |  |   |   |   |
|---|---|--|---|---|---|
| Hex: #283891<br>RGB: (40, 56, 145)<br>CMYK: (100, 93, 6, 1) | Hex: #EC028B<br>RGB: (236, 0, 139)<br>CMYK: (1, 99, 1, 0) | Hex: #ef4036<br>RGB: (239, 64, 54)<br>CMYK: (0, 90, 84, 0) | Hex: #faa71a<br>RGB: (250, 167, 26)<br>CMYK: (0, 39, 99, 0) | Hex: #29aae0<br>RGB: (41, 170, 224)<br>CMYK: (70, 15, 1, 0) | Hex: #0f75bc<br>RGB: (15, 117, 188)<br>CMYK: (86, 50, 0, 0) |
| Hex: #283891<br>RGB: (40, 56, 145)<br>CMYK: (100, 93, 6, 1) | Hex: #283891<br>RGB: (236, 0, 139)<br>CMYK: (1, 99, 1, 0) | Hex: #ef4036<br>RGB: (239, 64, 54)<br>CMYK: (0, 90, 84, 0) | Hex: #faa71a<br>RGB: (250, 167, 26)<br>CMYK: (0, 39, 99, 0) | Hex: #29aae0<br>RGB: (41, 170, 224)<br>CMYK: (70, 15, 1, 0) | Hex: #0f75bc<br>RGB: (15, 117, 188)<br>CMYK: (86, 50, 0, 0) |

This rainbow was pulled from CC files. It's the rainbow that is the background for the Conscious Classroom logo.

I would suggest using these colors for both the Pose Cards and Website to stay consistent with branding.

Over the next couple pages, I'm going to go over how I picked our rainbow of colors.

This first page (above) shows the 6 main colors that your eye can see picked out of the CC rainbow in Photoshop with the eyedropper tool.

The top row (below) is the same 6 main colors from the previous page.  
 Combining each of the pairs in the first row adds 4 more colors to our rainbow, which are shown in the second row.

| Pair 1                |                      | Pair 2               |                       | Pair 3               |                      | Pair 4 |  | Pair 5 |  |
|-----------------------|----------------------|----------------------|-----------------------|----------------------|----------------------|--------|--|--------|--|
| Hex: #283891          | Hex: #EC028B         | Hex: #ef4036         | Hex: #faa71a          | Hex: #29aae0         | Hex: #0f75bc         |        |  |        |  |
| RGB: (40, 56, 145)    | RGB: (236, 0, 139)   | RGB: (239, 64, 54)   | RGB: (250, 167, 26)   | RGB: (41, 170, 224)  | RGB: (15, 117, 188)  |        |  |        |  |
| CMYK: (100, 93, 6, 1) | CMYK: (1, 99, 1, 0)  | CMYK: (0, 90, 84, 0) | CMYK: (0, 39, 99, 0)  | CMYK: (70, 15, 1, 0) | CMYK: (86, 50, 0, 0) |        |  |        |  |
| Hex: #8a1d8e          | Hex: #ee2160         | Hex: #f47428         | Hex: #92a87d          | Hex: #1c90ce         |                      |        |  |        |  |
| RGB: (138, 29, 142)   | RGB: (238, 33, 96)   | RGB: (244, 116, 40)  | RGB: (146, 168, 125)  | RGB: (28, 144, 206)  |                      |        |  |        |  |
| CMYK: (55, 100, 2, 1) | CMYK: (0, 97, 45, 0) | CMYK: (0, 68, 95, 0) | CMYK: (46, 22, 60, 1) | CMYK: (77, 31, 1, 0) |                      |        |  |        |  |

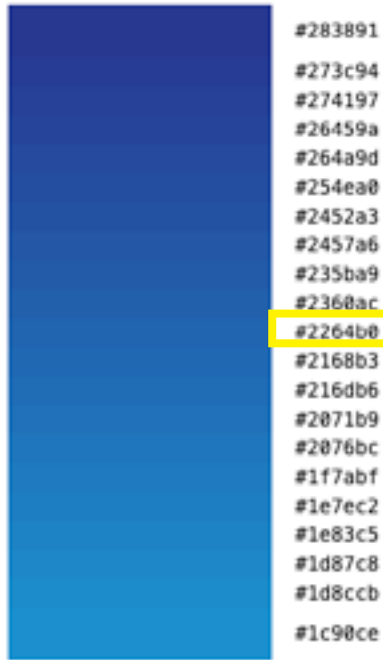
Below shows a handy color picker tool that I used to find these color combos.  
 You can see that the middle color is 50% hue of each of the top and bottom colors (shown in Hex notation).

The screenshot shows a color picker tool with five columns, each representing a color pair. Each column has a 'Top color' input field, a 'Submit' button, a vertical color gradient bar, and a 'Bottom color' input field. The middle color of each pair is highlighted with a yellow box.

| Top color             | Submit | Top color             | Submit | Top color             | Submit | Top color             | Submit | Top color             | Submit |
|-----------------------|--------|-----------------------|--------|-----------------------|--------|-----------------------|--------|-----------------------|--------|
| #283891               |        | #EC028B               |        | #EF4036               |        | #FAA71A               |        | #29AAE0               |        |
| #283891               |        | #ec028b               |        | #ef4036               |        | #faa71a               |        | #29aae0               |        |
| #323591               |        | #ec0587               |        | #f04535               |        | #f04a33               |        | #f0a724               |        |
| #3c3390               |        | #ec0882               |        | #f04a33               |        | #f14f32               |        | #e5a72e               |        |
| #453090               |        | #ec0b7e               |        | #f15530               |        | #f15530               |        | #dba738               |        |
| #4f2d90               |        | #ed0e7a               |        | #f25a2f               |        | #f25a2f               |        | #d0a842               |        |
| #592a90               |        | #ed1276               |        | #f25f2e               |        | #f25f2e               |        | #c6a84c               |        |
| #63288f               |        | #ed1572               |        | #f3642c               |        | #f3642c               |        | #bba855               |        |
| #6d258f               |        | #ed186d               |        | #f3692b               |        | #f3692b               |        | #b1a85f               |        |
| #76228f               |        | #ed1b69               |        | #f46e29               |        | #f46e29               |        | #a6a869               |        |
| #80208e               |        | #ed1e65               |        | #f47428               |        | #f47428               |        | #9ca873               |        |
| #8a1d8e               |        | #ec2160               |        | #f57927               |        | #f57927               |        | #92a87d               |        |
| #941a8e               |        | #ee245c               |        | #f67e25               |        | #f67e25               |        | #87a987               |        |
| #9e188d               |        | #ee2758               |        | #f68324               |        | #f68324               |        | #7da991               |        |
| #a7158d               |        | #ee2a54               |        | #f78822               |        | #f78822               |        | #72a99b               |        |
| #b1128d               |        | #ee2d50               |        | #f78d21               |        | #f78d21               |        | #68a9a5               |        |
| #bb108c               |        | #ee304b               |        | #f89220               |        | #f89220               |        | #5da9ae               |        |
| #c50d8c               |        | #ef3447               |        | #f8981e               |        | #f8981e               |        | #53a9b8               |        |
| #cf0a8c               |        | #ef3743               |        | #f99d1d               |        | #f99d1d               |        | #48aac2               |        |
| #d8078c               |        | #ef3a3e               |        | #f9a21b               |        | #f9a21b               |        | #3eaacc               |        |
| #e2058b               |        | #ef3d3a               |        | #faa71a               |        | #faa71a               |        | #33aad6               |        |
| #ec028b               |        | #ef4036               |        |                       |        |                       |        | #29aae0               |        |
| Bottom color: #EC028B | Submit | Bottom color: #EF4036 | Submit | Bottom color: #FAA71A | Submit | Bottom color: #29AAE0 | Submit | Bottom color: #0F75BC | Submit |



Top color: #283891



#283891  
#273c94  
#274197  
#26459a  
#264a9d  
#254ea0  
#2452a3  
#2457a6  
#235ba9  
#2360ac  
#2264b0  
#2168b3  
#216db6  
#2071b9  
#2076bc  
#1f7abf  
#1e7ec2  
#1e83c5  
#1d87c8  
#1d8ccb  
#1c90ce

Hex: #2264b0  
RGB: (34, 100, 176)  
CMYK: (89, 63, 0, 0)

Hex: #283891  
RGB: (40, 56, 145)  
CMYK: (100, 93, 6, 1)  
Hex: #0f75bc  
RGB: (15, 117, 188)  
CMYK: (86, 50, 0, 0)

Taking the far left color (indigo) and combining it with the far right color (blue) gives you one more color, which gives CC the 12 colors needed for each of the 12 modules below:

Bottom color: #1C90CE



Putting all the colors together gets you the full rainbow



These colors are very rich in hue, which won't necessarily work in every circumstance, so we need to explore some different hue options.

Taking the colors down in the percentage of hue from 100%-25% ( shown on the following page), gives us more color options to choose from. We need to pick a percentage column that looks good with both the black and white text on top. We can use these colors for the modules. We can pick another percentage column of hue for the pose cards. Even though they will be different colors (technically), they are in the same hue family.

So they will "read" to the viewer as being part of our overall color scheme, and will be consistent for CC's branding.



In terms of ADA compatibility, I did some research and downloaded a really cool tool that allows you to check the ADA compliance of different color combinations. There is a certain ratio that needs to be met for small and larger text against different color backgrounds:

#### Use a color checker

There are different ratings within WCAG, but to meet AAA standards (the highest level) the contrast level must be 7:1 for normal text and 4.5:1 for larger text. To find the perfect shades, you can use one of the many color contrast analyzers and color checkers available online. Jan 4, 2021

More info here in case anyone is interested:

<https://briteweb.com/insights/ada-compliance-color-palettes/>

Here is a screenshot of the tool: ➔

Once we decide, I'll go ahead and test it out against our color options, and let you know if we need to adjust from there.

