





The Crossway Trails Brandmark is made up of Four colors that represent different aspects of the region. The St Joseph River is represented with blue, while orange and green represent the two states connected by the Trail System. The colors also work well with other brands in the region. The colors are bright to stand out in the various environments, both rural and urban. The navy provides a background for the mark.

**PRIMARY PALETTE - Brandmark colors**

Below are the Pantone® colors and CMYK, RGB and Web-safe color specifications.

PMS (Pantone® Matching System) is an industry standard system for color matching.

Pantone® is a registered trademark.

			
<b>Pantone®</b> 292	<b>Pantone®</b> 716	<b>Pantone®</b> 7744	<b>Pantone®</b> 7693
<b>C:</b> 55 <b>M:</b> 16 <b>Y:</b> 0 <b>K:</b> 0	<b>C:</b> 3 <b>M:</b> 64 <b>Y:</b> 100 <b>K:</b> 0	<b>C:</b> 32 <b>M:</b> 15 <b>Y:</b> 100 <b>K:</b> 0	<b>C:</b> 100 <b>M:</b> 72 <b>Y:</b> 25 <b>K:</b> 20
<b>R:</b> 103 <b>G:</b> 178 <b>B:</b> 231	<b>R:</b> 237 <b>G:</b> 119 <b>B:</b> 0	<b>R:</b> 186 <b>G:</b> 187 <b>B:</b> 19	<b>R:</b> 0 <b>G:</b> 72 <b>B:</b> 117
<b>Web:</b> #67b2e7	<b>Web:</b> #ed7700	<b>Web:</b> #babb13	<b>Web:</b> #004875

**1-COLOR LOGO - Black or solid Primary Palette color**

The 1-color logo has been specially designed to work with a limited palette. The logo color should be limited to one of the PMS Primary Palette colors, or Black.

