

## 2013 “Make this holiday historic!” design notes: Colors used

Red: (background)  
TRUE HEX: CF2026  
RGB: 207, 32, 38  
CMYK: 12, 100, 100, 4

Dark Red: (footer line)  
TRUE HEX: B2191E  
RGB: 178, 25, 30  
CMYK: 12, 100, 100, 20

White: (background)  
TRUE HEX: FFFFFFFF  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0

Medium Gray: (copy)  
TRUE HEX: 8A8C8E  
RGB: 138, 140, 142  
CMYK: 0, 0, 0, 55

Light Gray: (footer)  
TRUE HEX: D1D3D4  
RGB: 210, 210, 210  
CMYK: 0, 0, 0, 20

