




Color Palette

Colors representing the county create personality and consistency is key. The Lee County color palette is warm in tone as it represents the coastal geography of the county and soft in nature making the palette welcoming.




Core Colors


The Core Colors are the strong colors represented in the logo and should be used as the primary colors representing the county or when minimal colors are needed.



Pantone: 2210 C
RGB: 8 80 118
HEX: #085076



Pantone: 2392 C
RGB: 23 116 147
HEX: #177493



Pantone: 7597 C
RGB: 213 60 39
HEX: #d53c27

Extended Colors

The Extended Colors support the Core Colors and should be used when additional colors and visual diversity is needed.

Values RGB
= HEX

5 47 71 #052f47	57 165 183 #39a5b7	115 207 230 #73cfe6	254 242 126 #fef27e	225 144 67 #e19043	218 94 50 #da5e32
55 89 108 #37596c	97 183 197 #61b7c5	143 217 235 #8fd9eb	254 245 152 #fef598	231 166 105 #e7a669	225 126 91 #e17e5b
105 130 145 #698291	136 201 212 #88c9d4	171 226 240 #abe2f0	254 247 178 #fef7b2	237 188 142 #edbc8e	233 158 132 #e99e84
155 172 181 #9bacb5	176 219 226 #b0dbe2	199 236 245 #c7ecf5	255 250 203 #fffacb	243 211 180 #f3d3b4	240 191 173 #f0bfad
205 213 218 #cdd5da	215 237 241 #d7edf1	227 245 250 #e3f5fa	255 252 229 #fffce5	249 233 217 #f9e9d9	248 223 214 #f8dfd6

Alert

186 27 6
#ba1b06

Resolution

34 107 23
#226b17

Monochromatic Colors

The Monochromatic Colors are to be used to avoid an overabundance of colors.

Values = RGB
HEX

93 97 100
#5d6164

97 111 118
#616f76

160 168 173
#a0a8ad

223 226 228
#dfe2e4