



# Use of Color

### Signature Color

Pantone Matching System (PMS) is a popular color matching system used by the printing industry to print spot colors. Most applications that support color printing allow you to specify colors by indicating the Pantone name or number. This assures that you get the right color when the file is printed, even though the color may not look right when displayed on your monitor. The following are specified Pantone colors for the Cosmopolitan Logo.

PMS 117C (gold)

PMS 2685C (purple)



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RGB is another method of defining colors. Basically it refers to the percentage of red, green and blue found within an individual color. This is an electronic color system resulting in colors such as those seen on a computer monitor and is based on light. The following are the specified RGB colors for the Cosmopolitan Logo.

R255 G214 B0 (gold)

R142 G0 B255 (purple)

### Supporting Colors

The logo can also be displayed in all black, all white, all purple, or all gold as shown below.



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