Color

Theory. Essential to effective branding, color provides an immediate and powerful way to express meaning and message without words. Our core palette supports the Academy's visual story, with each color representing the overall purpose and tone of our organization.

Usage. Only specified colors here should be used in design, with the primary color in all work being the AAD Primary Blue. Screens and tints of colors may be used to achieve desired effects, but should be used cautiously as screening may result in undesirable pastels.
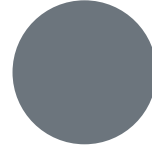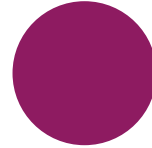
Palette. For nearly all print work, use the CMYK values listed for the most accurate brand color reproduction. Also used for print work, the PMS value is based on the Pantone Matching System®. It should be used when printing spot colors. Hex values should be used when reproducing brand colors on the web, in email, and any other digital, RGB environment.

Print Swatches

AAD Primary Blue
PMS 3005 C
CMYK 100 / 35 / 0 / 2

Dark Blue
PMS 648 C
CMYK 100 / 69 / 0 / 56

Gray
PMS Cool Gray 8 C
CMYK 44 / 34 / 29 / 10

Purple
PMS 7658 C
CMYK 49 / 90 / 8 / 32

Green
PMS 368 C
CMYK 54 / 0 / 100 / 0

Orange
PMS 158 C
CMYK 0 / 62 / 97 / 0

Digital Swatches

AAD Primary Blue
HEX #1c7cd5
RGB 28 / 124 / 213

Dark Blue
HEX #002d5d
RGB 0 / 45 / 93

Gray
HEX #6c757d
RGB 108 / 117 / 125

Purple
HEX #8e1b61
RGB 142 / 27 / 97

Green
HEX #76bd22
RGB 118 / 189 / 34

Orange
HEX #ee7624
RGB 238 / 118 / 36

Meaning

represents unity, calm, trust, and authority. key values of a member association in the house of medicine.

represents stability, reliability, and security. key values in effective practice management.

represents balance, neutrality, straightforward, and emotionless. key elements in our publications.

represents wisdom, ambition, leadership, and power. key values in navigating professional development.

represents renewal, growth, vitality, and youthful. key elements in continuing education.

represents enthusiasm, warmth, and inspiration. key aspects of our public facing programs.