

color guide

Girls on the Run

The Girls on the Run color family is distinctively bright and provides a visual expression of cheerfulness, energy and joy. The most prominent color is pink, which is reflected in the brand logo and branded assets. This color is complemented by a rainbow of secondary colors and softer gray hues.



primary

pink

tints → shades →

PANTONE 240 HEX #C5299B	PANTONE 224 HEX #D761AD	PANTONE 673 HEX #E48BC1	PANTONE 222 HEX #65164D	PANTONE 7648 HEX #972173	PANTONE 368 HEX #78BE20
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secondary - colors

purple	purple 2	teal	orange	yellow
PANTONE 2617 HEX #470A68	PANTONE 7664 HEX #622F80	PANTONE 3268 HEX #00AB8E	PANTONE 158 HEX #E87722	PANTONE 1235 HEX #FFB81C

secondary - grays

dark gray	light gray
PANTONE 7540 HEX #4D4D4F	PANTONE 663 HEX #E5E6E5

color guide

Heart & Sole

Serving middle-school-age participants, the Heart & Sole color palette utilizes mature hues that are darker and cool-toned.

Camp GOTR

Camp GOTR borrows the sunny and energetic colors from the Girls on the Run color palette, while adding secondary shades that temper the primary hues.



primary

dark purple

PANTONE
2695
HEX
#37194D

light purple

PANTONE
7655
HEX
#A656A2

blue

PANTONE
7455
HEX
#3D53A4

secondary

seafoam

PANTONE
621
HEX
#C9E6D3

green

PANTONE
7665
HEX
#AEBF38

primary

pink

PANTONE
240
HEX
#C5299B

orange

PANTONE
158
HEX
#E87722

yellow

PANTONE
1235
HEX
#FFB81C

secondary

cranberry

PANTONE
2415
HEX
#88006B

magenta

PANTONE
674
HEX
#B73B88

tangerine

PANTONE
151
HEX
#FB6B00

dark orange

PANTONE
1505
HEX
#E1540F

dark yellow

PANTONE
1225
HEX
#F9BC27