

**BILL & MELINDA GATES  
MEDICAL RESEARCH  
INSTITUTE**

Brand Color Palette

PANTONE BLACK C  
CMYK 0, 0, 0, 100  
RGB 0, 0, 0  
HEX 000000

PANTONE WARM RED C  
CMYK 0, 83, 80, 0  
RGB 255, 36, 57  
HEX FF2439

PANTONE 3262 C  
CMYK 76, 0, 38, 0  
RGB 0, 206, 191  
HEX 00CEBF

WHITE  
CMYK 0, 0, 0, 0  
RGB 255, 255, 255  
HEX FFFFFFFF

PANTONE COOL GRAY 10 C  
CMYK 40, 30, 20, 66  
RGB 61, 61, 61  
HEX 3D3D3D

PANTONE 1807 C  
CMYK 10, 93, 71, 33  
RGB 189, 24, 40  
HEX BD1828

PANTONE 7716 C  
CMYK 83, 0, 40, 11  
RGB 0, 156, 144  
HEX 009C90

PANTONE COOL GRAY 3 C  
CMYK 8, 5, 7, 16  
RGB 226, 226, 226  
HEX E2E2E2