

Color

Color creates energy and emotion. It triggers memory, gives sensation and creates a brand universe to inhabit.

■ Brand Palette



■ Primary

Our primary colors are Hero Purple, Honey Yellow, Peacock Blue, and Orchid Pink. These can be used as standard, flat colors or with grain and a gradient light source.



■ Secondary

Our secondary colors will not be used as often, but can be supplemented as highlights, accents, complimentary or additional colors as needed.



*Black for typography only.

■ Color Codes

Hero Purple

RGB: 78 | 45 | 130
 CMYK: 87 | 100 | 12 | 2
 Hex: 4e2d82
 PMS: 2091 CP

Forge Blue

RGB: 4 | 102 | 180
 CMYK: 91 | 61 | 0 | 0
 Hex: 0466b4
 PMS: 300 U

Lime Green

RGB: 88 | 156 | 72
 CMYK: 71 | 17 | 96 | 3
 Hex: 589C48
 PMS: 3501 U

Lite Purple

RGB: 156 | 40 | 177
 CMYK: 50 | 90 | 0 | 0
 Hex: 9c28b1
 PMS: 2592 C

Peacock

RGB: 90 | 183 | 206
 CMYK: 65 | 11 | 17 | 0
 Hex: 5ab7ce
 PMS: 311 UP

Cream

RGB: 242 | 236 | 222
 CMYK: 4 | 5 | 12 | 0
 Hex: f2ecde
 PMS: 11-0104 TPG

Orchid

RGB: 180 | 0 | 91
 CMYK: 25 | 100 | 43 | 6
 Hex: b4005b
 PMS: 215 XGC

Honey

RGB: 243 | 166 | 28
 CMYK: 3 | 39 | 100 | 0
 Hex: f3a61c
 PMS: 4008 C

Grey

RGB: 109 | 110 | 111
 CMYK: 58 | 49 | 48 | 15
 Hex: 6d6e6f
 PMS: P 173-10 C

Which Code Do I Use?

Great question. While the codes to your left may look daunting, it is not as scary as it looks. Here's a quick and helpful explanation:

RGB: Made for screens. It is a color gamut rendered using Red, Green and Blue values. This is the value the organization will use most.

CMYK: Made for printing. Specifically, for full color or “four color process” printing. It is the combination of Cyan, Magenta, Yellow and Black.

Hex: Made for websites and coding. It is fancy computer speak for an RGB value.

Pantone: Made for high-end, hyper precious print jobs. These colors are highly accurate and regulated by the Pantone® propriety color system.

Note on Pantone:

Pantone colors will always differ slightly from screen-friendly color codes. Computer screens mix millions of pixels, while Pantone colors are derived from a unique mixture of printing ink. It is important to note that Pantone colors will also rely heavily on the paper, substrate or material it is printed on. For most printed materials, the CMYK values should be sufficient. However, for hyper-specific Pantone needs, it is recommended that you find the closest match for your printed surface using [Pantone's Color Finder](#).

Action Colors

Color can also be used to present information, alerts and messages to users. These colors should stand out and be used to reinforce type and severity. These colors are reserved for digital creative (website, email, etc.)

Lite Purple RGB: 156 40 177 Hex: 9c28b1	*Success RGB: 12 134 71 Hex: 118647	*Attention RGB: 243 166 28 Hex: f3a61c	*Critical RGB: 202 13 13 Hex: #CA0D0D
--	--	---	--

*Limit your use of red/critical- The color red is reserved to indicate critical issues. Use this color sparingly and only for highly important areas such as:

- **Patient Safety**- anything that could lead to patient harm.
- **Business Issues**- that could severely affect the financial health of a client (ex: Missing data that endangers a hospital's Medicare payments.)

■ Monochromatic

100%	RGB: 78 45 130 CMYK: 87 100 12 2 Hex: 4e2d82	RGB: 243 166 28 CMYK: 3 39 100 0 Hex: f3a61c	RGB: 90 183 206 CMYK: 60 9 15 0 Hex: 5ab7ce	RGB: 180 0 91 CMYK: 25 100 43 6 Hex: b4005b	RGB: 156 40 177 CMYK: 50 90 0 0 Hex: 9c28b1	RGB: 88 156 72 CMYK: 71 17 96 3 Hex: 589c48	RGB: 4 102 180 CMYK: 91 61 0 0 Hex: 0466b4	RGB: 242 236 222 CMYK: 4 5 12 0 Hex: f2ecde	RGB: 109 110 111 CMYK: 58 49 48 15 Hex: 6d6e6f
70%	Hex: 8a79ac	Hex: f8c261	Hex: 8fcede	Hex: cc638f	Hex: b279b7	Hex: 89bb80	Hex: 6095c9	Hex: f7f3e9	Hex: 9a9b9b
50%	Hex: aea2c4	Hex: f9d38e	Hex: b0dbe8	Hex: da8eae	Hex: c8a1cd	Hex: a8cda2	Hex: 93b8db	Hex: f8f6ee	Hex: b5b6b7
30%	Hex: cfc8dc	Hex: fce5bb	Hex: caebf0	Hex: e9bcd0	Hex: dec6e0	Hex: cce2c9	Hex: bdd3e9	Hex: fcfaf5	Hex: d4d4d5
15%	Hex: e6e3ee	Hex: fef2dd	Hex: e6f6f8	Hex: f4dee7	Hex: efe2f0	Hex: e6f1e4	Hex: dde9f4	Hex: fefdfb	Hex: e9e9ea

Acceptable Usage:

While using a solid color is preferred, monochromatic tints of our colors are acceptable when additional flexibility is required (e.g., developing illustrations, segmenting data within charts and graphs, creating typographic legibility or establishing navigation and architecture within web applications). Adhere to the general percentage values and HEX codes outlined above.

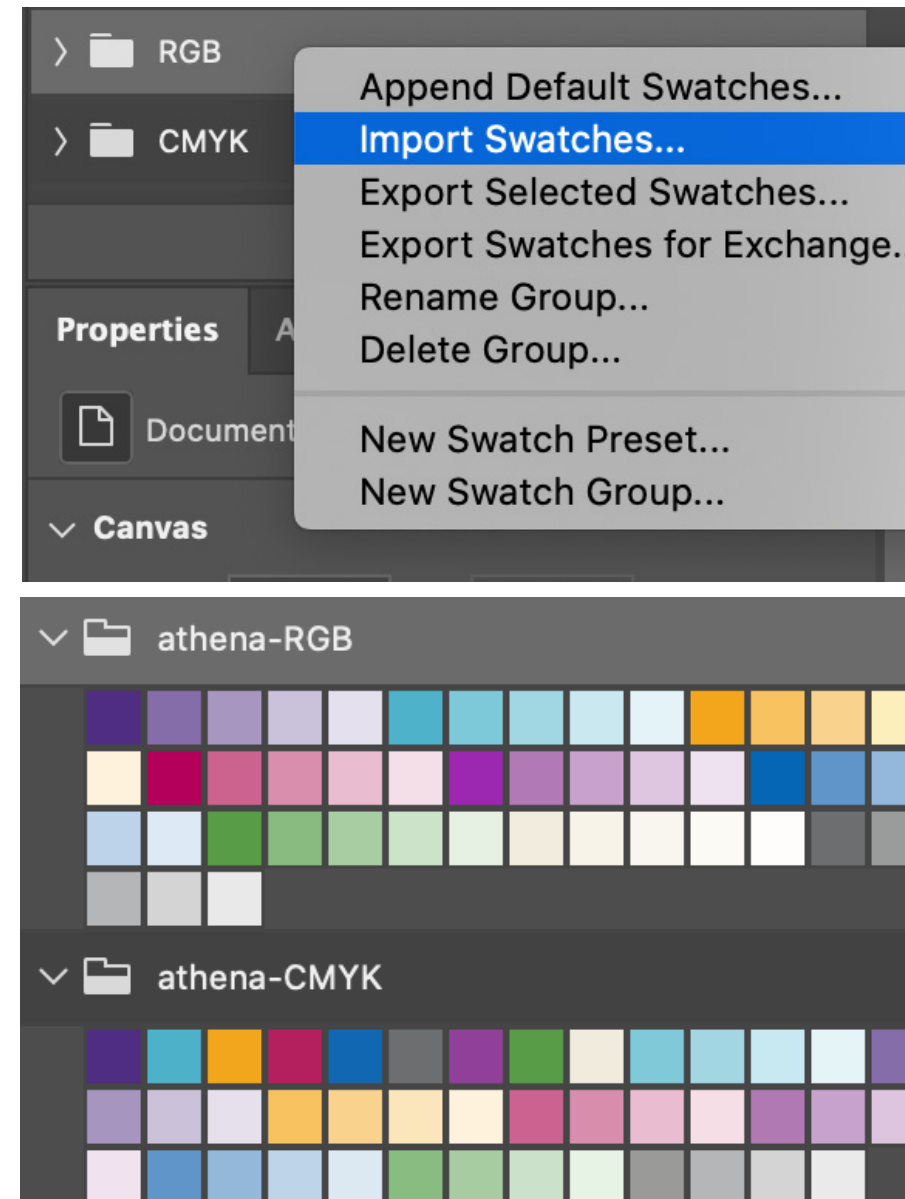
■ Color Swatches



Using Swatches:

Loading athena brand swatches into your Adobe design software is a great way to streamline your work and ensure that your color usage is always on brand. Simply import a CMYK or RGB swatch from the link below and your athenahealth color palette will always be at the ready.

[Download RGB & CMYK Swatches](#)



■ Grain & Light Source

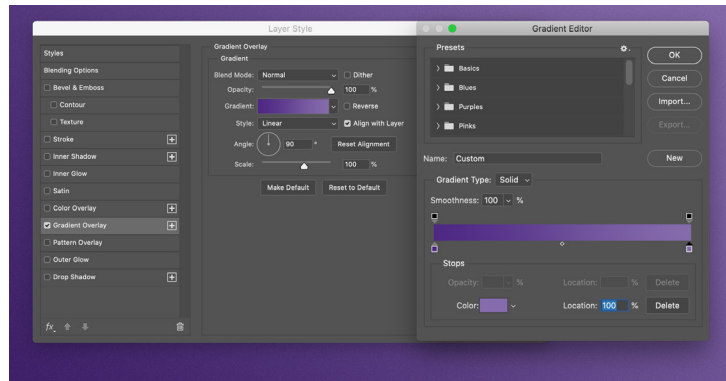
—

We use “light sources” created with a subtle gradient progression that give our backgrounds a subtle sense of optimism. We also utilize a minimal grain structure to give it some life.

These are our primary backgrounds and are used most often.

[Download Working Gradients](#)

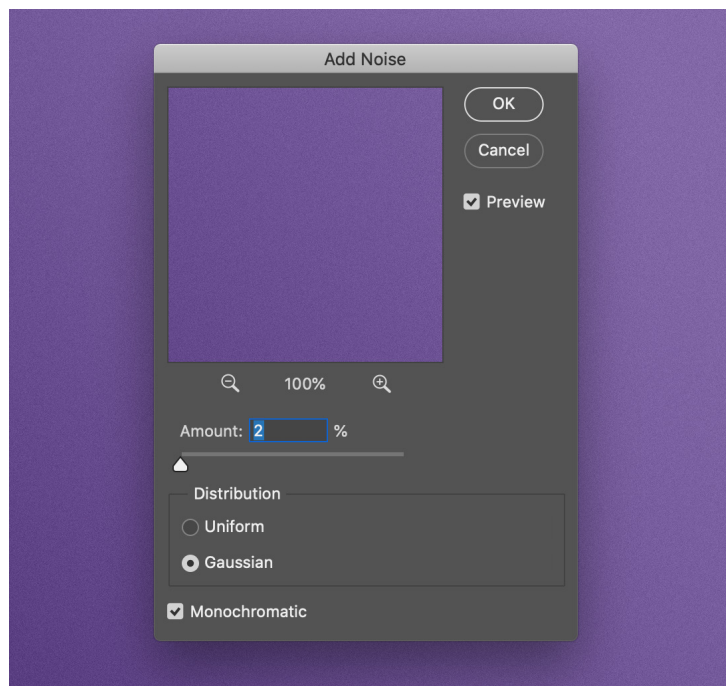
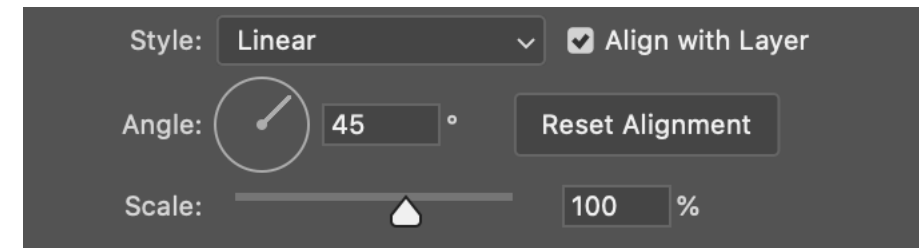




First, Add Gradient.

In Photoshop, follow these simple steps:

1. Create a new layer.
2. Layer Style > Gradient Overlay
3. Create a 2-color Solid Type Gradient. The color on the left should be a brand approved color value. The color on the right should be 70% of that same value.
4. Use a Linear Gradient at a 45 degree angle.
5. Once your gradient is correctly built, use the gradient tool to draw a line from the bottom left corner to the top right corner.



Then, Add Grain.

In Photoshop, follow these simple steps:

1. Select your colored layer.
2. Filter>Add Noise
3. Select your Amount percentage. 2% should create a subtle grain effect depending on the size and resolution of the file. Remember, less is more.
4. Select Gaussian Distribution.
5. Select Monochromatic.

Final.



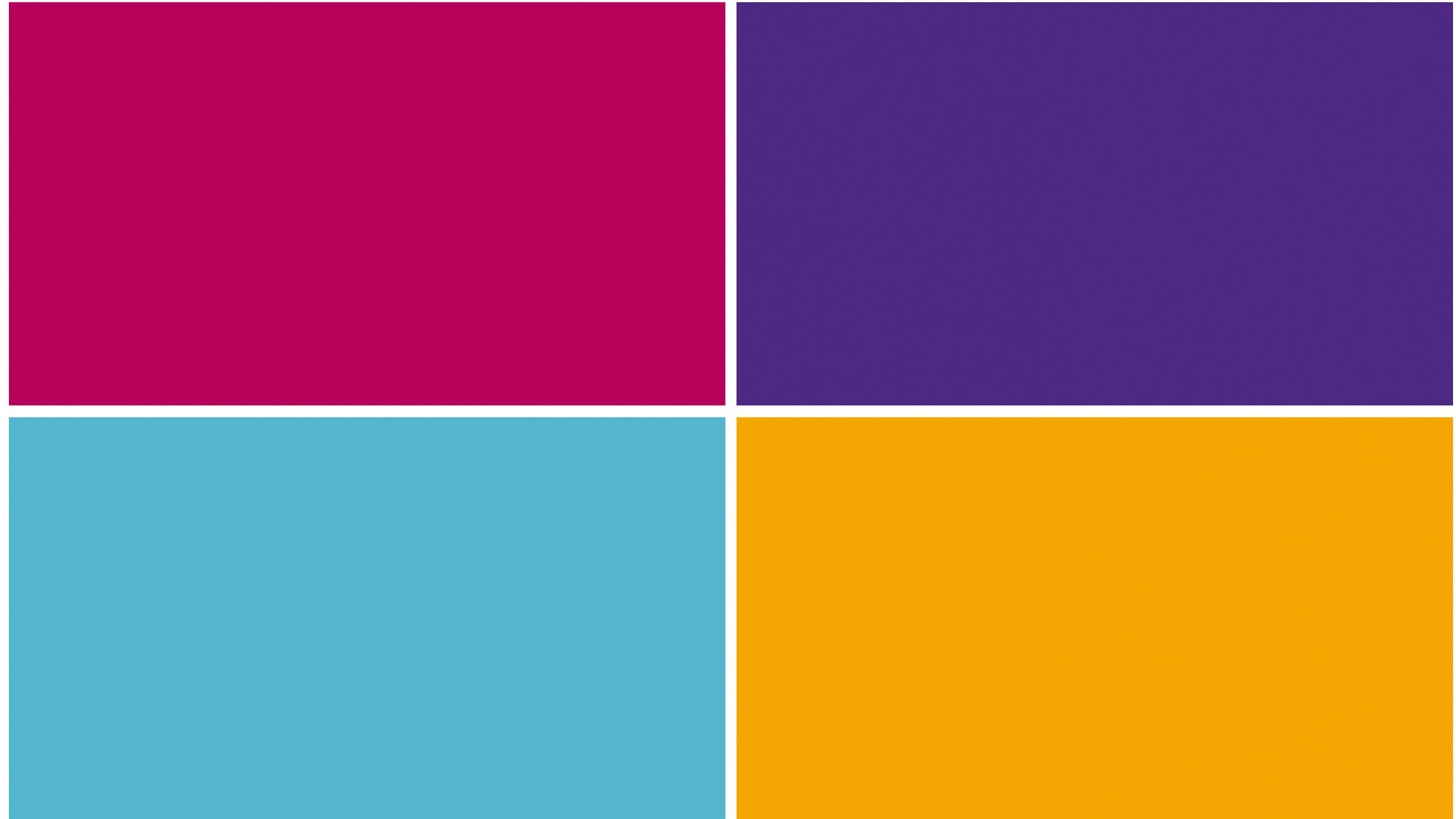
■ ALT: Grain & NO Light Source



As an alternate background, solid colors can be used. These should be used with the grain texture wherever possible.

These backgrounds work best for digital, mobile or scaling applications where backgrounds are not fixed and ADA Compliance becomes a concern.

These are our secondary backgrounds and are used least often.



■ Text Color Combinations

Headings: White Yellow Peacock Body Copy: White Yellow Peacock	Headings: Purple Body Copy: Purple	Headings: Purple Body Copy: Purple	Headings: White, Yellow Body Copy: White	Headings: White, Yellow Body Copy: White
Headings: White Body Copy: None	Headings: White Body Copy: White			

All color combos above are ADA compliant (AA and above)

■ Live Areas & Readability

Acceptable Gradient Background Usage:

While using the gradient backgrounds, careful attention should be applied to ensure maximum text contrast and readability. Text should only be displayed over the most heavily-saturated color areas (**the max saturation zone**) of the gradient as shown above. The lighter, less saturated area (**Least Saturated Zone**) of the gradient background can be used to display complimentary imagery—it will also serve as a highlight that will make the image more visibly vibrant.

Least Saturated Zone
Use this area to show complimentary imagery, objects or illustrations.



Max Saturation Zone

Use this area to display text and headline copy.

■ Typographic Emphasis Using Color.



As an OPTIONAL tool in the design system, color can be used to create points of emphasis within a headline. This is a great way to add some dynamism to a layout. This should not be done on an arbitrary basis, but rather, the highlighted text should be carefully selected with context and emphasis in mind.

Let's get back to that
whole **changing the
world thing.**

Brain meet power.