

Primary Brand Colors

The Sweet Home Alabama signature can appear in any of the five brand colors. However, the main brand color is the lighter blue, so try this color first. Again, legibility of the signature is of utmost importance so if you need a slightly darker blue, use the medium blue. Always be sure to allow for enough contrast to the background image or color. If the placement of the logo is on a structure that is backlit, please use the dark blue. A darker signature color should be chosen on light backgrounds and a lighter signature color on dark backgrounds.

Light Blue



C=57, M=14, Y=21, K=0



PANTONE SOLID COATED
PANTONE 7458 C

Medium Blue



C=71, M=27, Y=24, K=1



PANTONE SOLID COATED
PANTONE 7459 C

Dark Blue



C=90, M=65, Y=53, K=47



PANTONE SOLID COATED
PANTONE 7546 C

Orange



C=12, M=68, Y=79, K=1



PANTONE SOLID COATED
PANTONE 7618 C

Light Green



C=47, M=40, Y=100, K=16



PANTONE SOLID COATED
PANTONE 7748 C

Dark Green



C=53, M=52, Y=100, K=36



PANTONE SOLID COATED
PANTONE 581 C