

Medtronic Brand Color Chart

Medtronic Visual Identity System: Color Ratios

Navy Blue	Medtronic Blue	Cobalt Blue	Charcoal Gray	Blue Gray	Dark Gray	Yellow	Light Orange	Orange			
Medium Blue	Sky Blue	Light Blue	Light Gray	Pale Gray	White	Purple	Green	Turquoise			
Primary Blue Color Palette 70%						Primary Neutral Color Palette 20%			Accent Color Palette 10%		

The Medtronic Brand Color Palette was created for use in all material. Please use the CMYK, RGB, HEX, and LAB values as often as possible. If you are not able to use the LAB values, you can use the Pantone equivalents, but be aware the color output will vary from the other four color breakdowns. If you need a spot color, the preference is for you to use the LAB values.

Primary Blue Color Palette

Navy Blue					Medtronic Blue				
C: 100 M: 94 Y: 47 K: 43	R: 0 G: 30 B: 70	Web/HEX #001E46	L: 15 A: 2 B: -20	Pantone 533 C	C: 99 M: 74 Y: 17 K: 4	R: 0 G: 75 B: 135	Web/HEX #004B87	L: 31 A: -2 B: -40	Pantone 2154 C
Cobalt Blue					Medium Blue				
C: 81 M: 35 Y: 0 K: 0	R: 0 G: 133 B: 202	Web/HEX #0085CA	L: 52 A: -12 B: -45	Pantone 2382 C	C: 73 M: 12 Y: 0 K: 0	R: 0 G: 169 B: 224	Web/HEX #00A9E0	L: 64 A: -23 B: -39	Pantone 2191 C
Sky Blue					Light Blue				
C: 55 M: 4 Y: 4 K: 0	R: 113 G: 197 B: 232	Web/HEX #71C5E8	L: 75 A: -20 B: -26	Pantone 297 C	C: 29 M: 5 Y: 5 K: 0	R: 185 G: 217 B: 235	Web/HEX #B9D9EB	L: 85 A: -9 B: -13	Pantone 290 C

Primary Neutral Color Palette

Charcoal Gray					Blue Gray				
C: 0 M: 0 Y: 0 K: 80	R: 83 G: 86 B: 90	Web/HEX #53565a	L: 36 A: 0 B: -3	Pantone Cool Gray 11 C	C: 68 M: 40 Y: 28 K: 8	R: 91 G: 127 B: 149	Web/HEX #5B7F95	L: 51 A: -9 B: -17	Pantone 5415 C
Dark Gray					Light Gray				
C: 0 M: 0 Y: 0 K: 55	R: 136 G: 139 B: 141	Web/HEX #888B8D	L: 58 A: -1 B: -2	Pantone Cool Gray 8 C	C: 0 M: 0 Y: 0 K: 30	R: 177 G: 179 B: 179	Web/HEX #B1B3B3	L: 73 A: -1 B: -1	Pantone Cool Gray 5 C
Pale Gray					White				
C: 0 M: 0 Y: 0 K: 9	R: 232 G: 232 B: 231	Web/HEX #E8E8E7	L: 92 A: 0 B: 0	Pantone Cool Gray 1 C	C: 0 M: 0 Y: 0 K: 0	R: 255 G: 255 B: 255	Web/HEX #FFFFFF	L: 100 A: 0 B: 0	

Accent Color Palette

Yellow					Light Orange				
C: 0 M: 18 Y: 93 K: 0	R: 255 G: 206 B: 0	Web/HEX #FFCE00	L: 85 A: 7 B: 84	Pantone 116 C	C: 2 M: 38 Y: 96 K: 0	R: 247 G: 168 B: 0	Web/HEX #F7A800	L: 75 A: 22 B: 78	Pantone 130 C
Orange					Purple				
C: 4 M: 78 Y: 100 K: 0	R: 227 G: 82 B: 5	Web/HEX #E35205	L: 55 A: 55 B: 64	Pantone 166 C	C: 38 M: 98 Y: 0 K: 0	R: 176 G: 0 B: 142	Web/HEX #B0008E	L: 40 A: 67 B: -28	Pantone 2405 C
Green					Turquoise				
C: 57 M: 2 Y: 100 K: 0	R: 119 G: 188 B: 31	Web/HEX #77BC1F	L: 70 A: -40 B: 63	Pantone 368 C	C: 70 M: 0 Y: 38 K: 0	R: 0 G: 196 B: 179	Web/HEX #00C4B3	L: 71 A: -46 B: -4	Pantone 3255 C

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