# Summary

**Custom Color Package (Elements)** – We can incorporate a customized Primary/Secondary color scheme into various (non-textual) elements throughout the template. The Primary color must be a dark NM blue, and the Secondary color must be a light NM tertiary color.
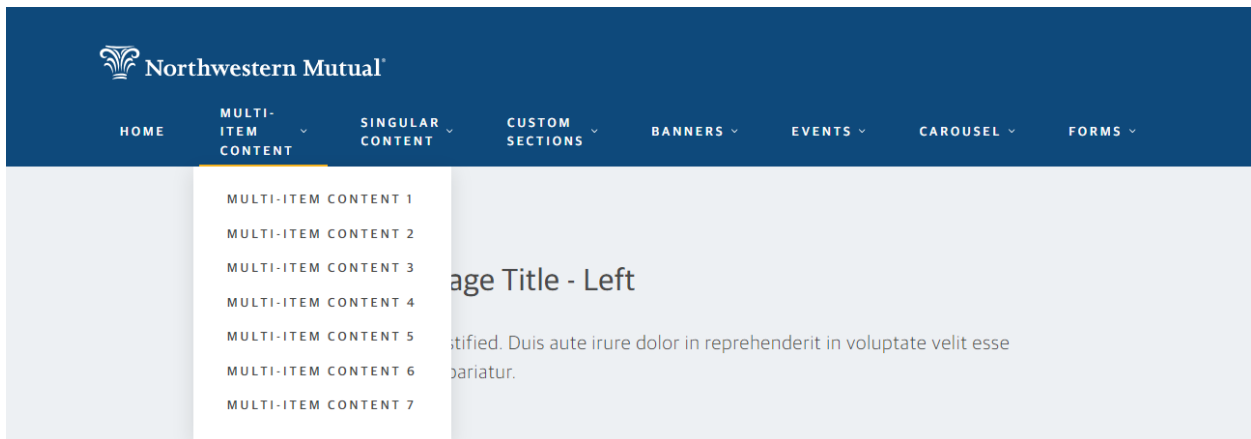
**Custom Color Package (Text)** – Same rules as above. But we can also apply to select textual elements if it passes the [ADA Contrast Checker](#) test.

*It is the requester's responsibility to ensure that all proposed colors are NM Brand approved.*
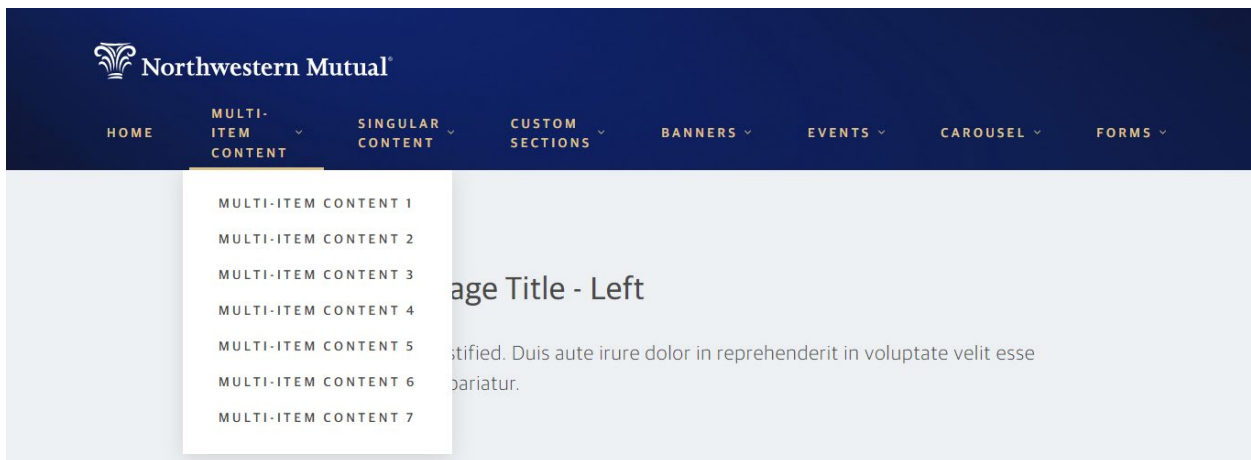
# NM vs PCG Template

To understand the Custom Color Package, we first need to understand the difference between the NM and PCG Templates. Upon comparison, you'll notice that certain elements are colored differently.

The main colors for NM Template are standard NM blue and yellow, whereas the PCG Template uses a darker PCG blue and gold.



*NM Template*



*PCG Template*

Another example..

## Heading and Message Title - Left

Heading and message left justified. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Multi-Item Content Title 1   ⊖

Multi-item message. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Multi-Item Content Title 2   ⊕

Multi-Item Content Title 3   ⊕

*NM Template*

## Heading and Message Title - Left

Heading and message left justified. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Multi-Item Content Title 1   ⊖

Multi-item message. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Multi-Item Content Title 2   ⊕

*PCG Template*

An example featuring CTAs..

## Multi-Item Content Title 1

Multi-item message. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**Multi-Item Call to Action**



## Multi-Item Content Title 2

Multi-item content 2 message. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**Call To Action 2**



## Multi-Item Content Title 3

Multi-Item Content message 3. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**Call to Action 3**

*NM Template*



## Multi-Item Content Title 1

Multi-item message. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**Multi-Item Call to Action**



## Multi-Item Content Title 2

Multi-item content 2 message. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
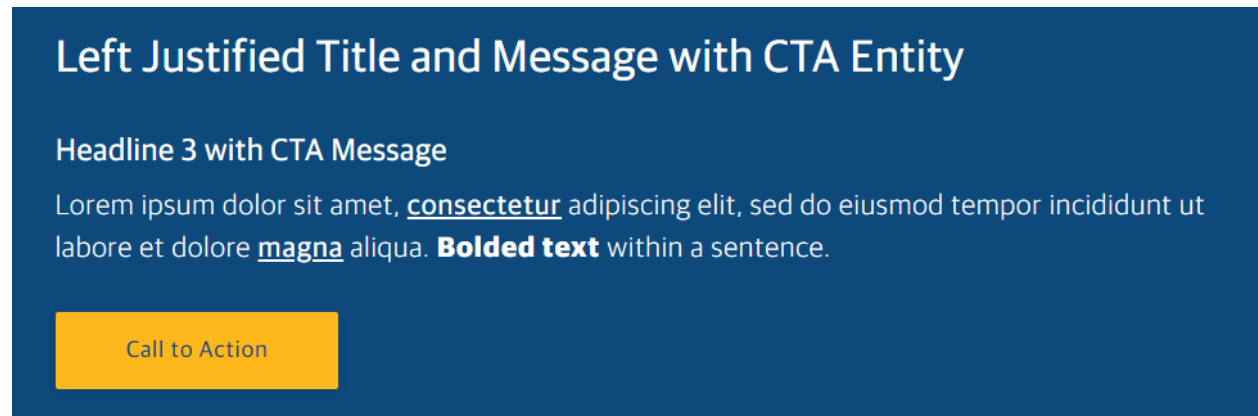
**Call To Action 2**



## Multi-Item Content Title 3

Multi-Item Content message 3. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

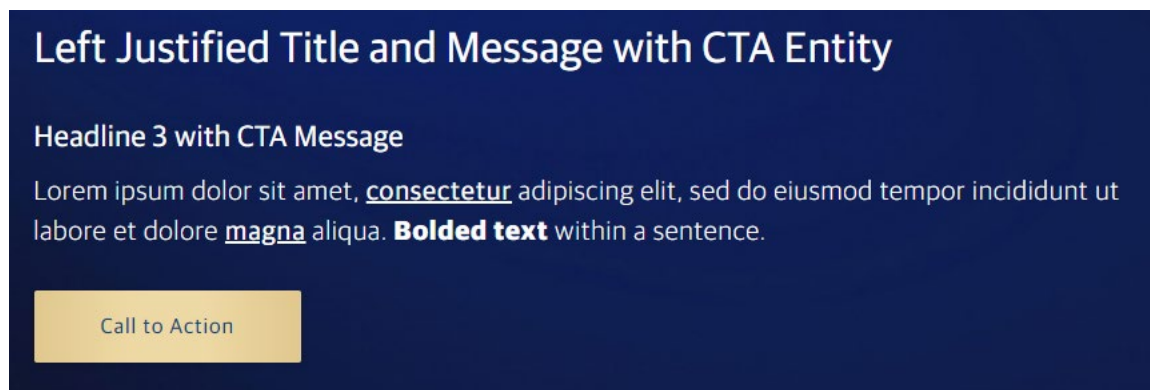**Call to Action 3**

Here's how CTA's look atop a blue background..



*NM Template*



*PCG Template*

# Custom Color Package - Elements

By activating the Custom Color Package, we can incorporate firms' brand colors in the same way. All we need to receive is a (dark) NM blue Primary Color hex value, and a (light, but not white) NM tertiary Secondary Color hex value.

For this demonstration, we've selected the following values:
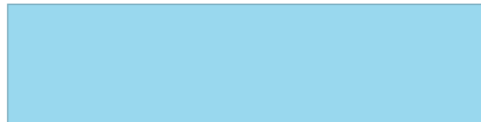
**Primary**: #092E4E
**Secondary**: #99D8EE

**HEX & HTML** ⓘ

| HEX | #092E4E |
|---|---|
| HTML / CSS | rgb(9, 46, 78) |

**HEX & HTML** ⓘ

| HEX | #99D8EE |
|---|---|
| HTML / CSS | rgb(153, 216, 238) |

This is how various elements throughout the template will be affected.

## Heading and Message Title - Left

Heading and message left justified. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

### Multi-Item Content Title 1 ⊖

Multi-item message. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

### Multi-Item Content Title 2 ⊕

### Multi-Item Content Title 3 ⊕

# Heading and Message Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent in sapien risus. Mauris venenatis dui eget imperdiet fermentum. Quisque vel suscipit turpis, id cursus quam. Cras ut lorem non dui ultricies congue.

## Multi-Item Content Title 1

Multi-item message. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**MULTI-ITEM CALL TO ACTION >**

## Multi-Item Content Title 2

Multi-item content 2 message. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**CALL TO ACTION 2 >**

## Multi-Item Content Title 3

Multi-Item Content message 3. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**CALL TO ACTION 3 >**

# Center Justified Heading and Message with CTA Title

## Heading and Message with CTA Message

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

## 170 Counting Numbers C

## 220 Counting Numbers D

Counting Numbers Body 3

### 5000 Counting Number B

Counting Numbers Body

# Custom Color Package (Text)

In order to extend the color scheme to impact select textual elements, we first need to run the color combination through the ADA Contrast Checker. If it meets the minimum standard established by NM blue/yellow, we will implement.

If a requested color combination does not meet this minimum standard, we can still implement Custom Color Package (Elements).

# Contrast Checker

Home > Resources > Contrast Checker

**Foreground Color**
#0E497B
Lightness

↔

**Background Color**
#FFB81C
Lightness

Contrast Ratio
**5.37**:1

permalink

## Normal Text

WCAG AA: **Pass**
WCAG AAA: **Fail**

The five boxing wizards jump quickly.

## Large Text

WCAG AA: **Pass**
WCAG AAA: **Pass**

**The five boxing wizards jump quickly.**

## Graphical Objects and User Interface Components

WCAG AA: **Pass**

✓
Text Input

Here is the Color Contrast score from our example.

# Contrast Checker

**Foreground**

Hex Value

# 092E4E

Color Picker    Alpha

1

Luminance

**Background**

Hex Value

# 99D8EE

Color Picker

Luminance

Contrast Ratio

**8.86**:1

permalink

## Normal Text

WCAG AA:    **Pass**
WCAG AAA:   **Pass**

The five boxing wizards jump quickly.

## Large Text

WCAG AA:    **Pass**
WCAG AAA:   **Pass**

**The five boxing wizards jump quickly.**

## Graphical Objects and User Interface Components

WCAG AA:    **Pass**

✓

Text Input

This is how various textual elements thought the template are affected:

## Left Justified Title and Message with CTA Entity

### Headline 3 with CTA Message

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. **Bolded text** within a sentence.

Call to Action

## Left Justified Title and Message with CTA Entity

### Headline 3 with CTA Message

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. **Bolded text** within a sentence.

Call to Action

## Heading and Message Title - Center

Heading and Message Center Justified. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

| Multi-Item Content Title 1 | Multi-Item Content Title 2 | Multi-Item Content Title 3 |

### Multi-Item Content Subtitle

Multi-item message. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.