

Color Palette

The CSUDH Brand color palette uses the university's recognized school colors and integrates them into the design of print and digital materials. Using the CSUDH color palettes helps to create a consistent, distinctive look and feel. The palette were also developed to complement the CSU systemwide brand program.

While there is some flexibility to mix these colors, the palette should remain light, clean and contemporary with lots of white space.

To ensure the consistency of the university's visual identity, Pantone Matching System (Pantone or PMS) specifications for each color are provided. Use the CMYK, RGB or HEX values equivalent to the PMS colors for four-color printing applications and digital applications.

PRIMARY PALETTE

BURGUNDY

Pantone 209 C
PRINT
 P 66-16 C
 C=0 M=100 Y=41 K=58
SCREEN
 HEX #860038
 R=134 G=0 B=56

YELLOW

Pantone 124 C
PRINT
 P 10-8 C
 C=0 M=27 Y=100 K=0
SCREEN
 HEX #EFBA08
 R=239 G=186 B=8

GREY

Pantone Cool Grey 9 C
 or Black at 75%
PRINT
 Pantone Cool Grey 9 PC
 C=56 M=46 Y=44 K=10
SCREEN
 HEX #75787B
 R=117 G=120 B=123

SECONDARY PALETTE

CYAN

Pantone 312 C
PRINT
 P 118-7 C
 C=88 M=0 Y=13 K=0
SCREEN
 HEX #009DBB
 R=0 G=157 B=187

NAVY

Pantone 302 C
PRINT
 P 111-16 C
 C=100 M=35 Y=0 K=60
SCREEN
 HEX #00416D
 R=0 G=65 B=109

TURQUOISE

Pantone 7466 C
PRINT
 P 121-8 C
 C=100 M=0 Y=29 K=0
SCREEN
 HEX #00B3C5
 R=0 G=179 B=197

ACCENT PALETTE

PURPLE

Pantone 526 C
PRINT
 P 91-16 C
 C=64 M=100 Y=0 K=14
SCREEN
 HEX #69287D
 R=105 G=40 B=125

GREEN

Pantone 367 C
PRINT
 P 157-8 C
 C=48 M=0 Y=100 K=0
SCREEN
 HEX #92C83E
 R=146 G=200 B=62

ORANGE

P 7578 C
PRINT
 P 34-15 C
 C=0 M=67 Y=87 K=12
SCREEN
 HEX #D56939
 R=213 G=105 B=57

NEUTRAL PALETTE

BLACK

PRINT
 C=0 M=0 Y=0 K=100
SCREEN
 HEX #000000
 R=0 G=0 B=0

RICH BLACK

PRINT
 For large areas of coverage
 C=90 M=80 Y=80 K=100

WHITE

PRINT
 C=0 M=0 Y=0 K=0
SCREEN
 HEX #FFFFFF
 R=255 G=255 B=255

COOL GREY COLOR RANGE OR % OF BLACK

