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.