

**PRIMARY COLORS**

Green is who we are at Colorado State. It represents our pragmatic agricultural roots and our ongoing commitment to sustainability. Green reminds audiences of our tree-lined Oval, grassy Intramural Fields, and wild Mountain Campus.

Just as Coca-Cola signals red and the McDonalds arches are golden, the University aims to build and reinforce its association with the color green in all its communications. CSU Green, Pantone 357, must dominate designs for print and web. For promotional items like t-shirts, pencils, and water bottles, select dark or forest green.

CSU Gold, Pantone 616, is also in the primary color palette. Include gold wherever appropriate as accent to, but never a substitute for CSU Green.



**Pantone 357**  
 CMYK: 92 | 18 | 94 | 61  
 RBG: 30 | 77 | 43

**Pantone 616**  
 CMYK: 10 | 5 | 49 | 6  
 RBG: 215 | 211 | 146

**SECONDARY COLORS**

Colorado State's secondary palette accompanies primary green and gold to provide alternatives that adhere to the CSU brand. Aggie Orange, or Pantone Orange 021, is a tribute to Colorado A&M's historic color, pumpkin. Gray and white provide neutral options while avoiding brand confusion with other local universities.



**CSU White**  
 CMYK: 0 | 0 | 0 | 0  
 RBG: 255 | 255 | 255



**Pantone Orange 021**  
 CMYK: 0 | 65 | 100 | 0  
 RBG: 217 | 120 | 45



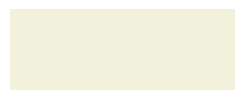
**Gray**  
 CMYK: 0 | 0 | 0 | 80  
 RBG: 89 | 89 | 81

**TERTIARY COLORS**

The tertiary color palette encourages variety among designs. The six options add a vibrant and contemporary feel to the University brand colors. Tertiary colors can be included as accents or pops of color, but require care to avoid brand confusion.



**Pantone 382**  
 CMYK: 28 | 0 | 100 | 0  
 RBG: 200 | 215 | 67



**Pantone 616 (20%)**  
 CMYK: 10 | 5 | 49 | 6  
 RBG: 215 | 211 | 146



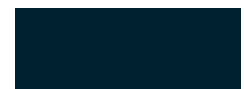
**Pantone 3965**  
 CMYK: 7 | 0 | 100 | 0  
 RBG: 242 | 234 | 54



**Pantone 7711**  
 CMYK: 98 | 0 | 28 | 4  
 RBG: 18 | 164 | 182



**Pantone 173**  
 CMYK: 0 | 82 | 94 | 2  
 RBG: 204 | 84 | 48



**Pantone 547**  
 CMYK: 100 | 35 | 32 | 82  
 RBG: 0 | 41 | 53

When using swatch libraries, select **Pantone + Color Bridge Coated.**

**TINTS & SHADES**

Tints and shades expand the use of color options and variations. The colors provide both bold and neutral choices to balance and complement the primary colors, green and gold.

To maintain brand consistency, Pantone 357 must stay 100%, and has no tint or shade options.

**PRIMARY COLORS**

Pantone 357



100

Pantone 616



100 90 80 70 60 50 40 30 20 10

**SECONDARY COLORS**

CSU White



0

Pantone Orange 021



100 90 80 70 60 50 40 30 20 10

Gray



80 70 60 50 40 30 20 10

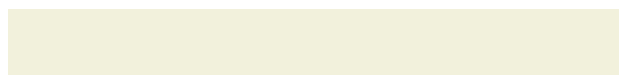
**TERTIARY COLORS**

Pantone 382



100 90 80 70 60 50 40 30 20 10

Pantone 616 (20%)



20

Pantone 3965



100 90 80 70 60 50 40 30 20 10

Pantone 7711



100 90 80 70 60 50 40 30 20 10

Pantone 173



100 90 80 70 60 50 40 30 20 10

Pantone 547



100 90 80 70 60 50 40 30 20 10