**Colors**

**OFFICIAL SACRAMENTO STATE COLORS**

Colors in these palettes have been thoughtfully chosen for use in Sacramento State communications. The palettes contain specific hues and tones that, individually and together, embody the unique attributes of Sacramento State as they apply to standard, casual and formal applications. Numbers indicated on each color swatch refer to the Pantone Matching System (PMS) ink colors, CMYK (process colors: cyan, magenta, yellow, and black) conversions are for 4-color process printing, RGB (red, green, blue) conversions and web (hexadecimal) conversions are to be used for electronic communications. Colors shown on the following pages of this document are CMYK conversions. If possible, please consult an actual Pantone swatch book to see the true colors.

**PRIMARY COLORS**

The primary colors for Sacramento State are Sac State Green (Pantone 343) and Sac State Gold (Pantone 4525). The consistent representation of these primary colors distinctly identifies the University and reinforces its brand.

The Sac State Green is dominant to the Sac State Gold. In the region, we like to think we own the color green.

**COLOR COMBINATIONS TO AVOID**

The color combination of blue and gold is not to be used as it can be construed as similar to the UC system. To further differentiate Sacramento State, the blues available in the expanded color palette are more teal and aqua than royal or dark blue. Avoid combining palette colors Hornet Yellow, Sac State Gold, Ginkgo Gold, California Poppy and No. 2 Pencil Yellow with American River Teal, Blum Gum Eucalyptus or Blue Book Cyan.
### FORMAL VOICE COLOR PALETTE

<table>
<thead>
<tr>
<th>Color Name</th>
<th>Pantone</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sac State Green</td>
<td>Pantone 343</td>
<td>~CMYK: 89-19-72-60</td>
<td>RGB: 0-78-56</td>
</tr>
<tr>
<td>Stinger Green</td>
<td>Pantone 341</td>
<td>~CMYK: 95-5-82-24</td>
<td>RGB: 0-122-83</td>
</tr>
<tr>
<td>Evergreen Ash</td>
<td>Pantone 347</td>
<td>~CMYK: 93-0-100-0</td>
<td>RGB: 0-170-79</td>
</tr>
<tr>
<td>Spruce Green</td>
<td>Pantone 369</td>
<td>~CMYK: 68-0-100-0</td>
<td>RGB: 218-212-144</td>
</tr>
<tr>
<td>White Birch</td>
<td>Pantone 616</td>
<td>~CMYK: 17-11-52-0</td>
<td>RGB: 196-182-129</td>
</tr>
<tr>
<td>Sac State Gold</td>
<td>Pantone 4525</td>
<td>~CMYK: 9-12-47-18</td>
<td>RGB: 230-183-17</td>
</tr>
<tr>
<td>Hornet Yellow</td>
<td>Pantone 110</td>
<td>~CMYK: 2-22-100-8</td>
<td>RGB: 230-183-17</td>
</tr>
</tbody>
</table>

### STANDARD VOICE COLOR PALETTE

<table>
<thead>
<tr>
<th>Color Name</th>
<th>Pantone</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ginkgo Gold</td>
<td>Pantone 7406</td>
<td>~CMYK: 0-20-100-2</td>
<td>RGB: 250-198-6</td>
</tr>
<tr>
<td>California Poppy</td>
<td>Pantone 124</td>
<td>~CMYK: 0-30-100-0</td>
<td>RGB: 112-140-4</td>
</tr>
<tr>
<td>Kumquat Orange</td>
<td>Pantone 131</td>
<td>~CMYK: 2-39-100-10</td>
<td>RGB: 231-151-26</td>
</tr>
<tr>
<td>Guy West Bridge Orange</td>
<td>Pantone 153</td>
<td>~CMYK: 5-64-100-17</td>
<td>RGB: 198-164-29</td>
</tr>
<tr>
<td>Pomegranate</td>
<td>Pantone 202</td>
<td>~CMYK: 12-88-67-34</td>
<td>RGB: 139-52-109</td>
</tr>
<tr>
<td>Mulberry</td>
<td>Pantone 689</td>
<td>~CMYK: 40-78-23-12</td>
<td>RGB: 78-88-166</td>
</tr>
<tr>
<td>Princess Tree Purple</td>
<td>Pantone 7670</td>
<td>~CMYK: 80-74-0-0</td>
<td>RGB: 78-88-166</td>
</tr>
</tbody>
</table>

### CASUAL VOICE COLOR PALETTE

<table>
<thead>
<tr>
<th>Color Name</th>
<th>Pantone</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>No.2 Pencil Yellow</td>
<td>Pantone 116</td>
<td>~CMYK: 0-14-100-0</td>
<td>RGB: 255-205-0</td>
</tr>
<tr>
<td>Flamin’ Hot Orange</td>
<td>Pantone 7579</td>
<td>~CMYK: 0-74-100-0</td>
<td>RGB: 191-13-62</td>
</tr>
<tr>
<td>Phlagleblast Fuchsia</td>
<td>Pantone 513</td>
<td>~CMYK: 53-99-0-0</td>
<td>RGB: 0-163-073</td>
</tr>
<tr>
<td>Blue Gum Eucalyptus</td>
<td>Pantone 7467</td>
<td>~CMYK: 97-0-30-0</td>
<td>RGB: 55-167-72</td>
</tr>
<tr>
<td>Blue Book Cyan</td>
<td>Pantone 326</td>
<td>~CMYK: 68-0-30-0</td>
<td>RGB: 191-208-39</td>
</tr>
</tbody>
</table>

If you are not printing in Pantone colors please use the CMYK breakdown on this page (C=coated, U=uncoated.)

Add swatches using the "Pantone + Color Bridge Coated" when creating files in Illustrator and InDesign.

Avoid combining gold or yellow with teal, blue or cyan as they represent another local University’s colors.
STANDARD VOICE COLOR PALETTE

In University publications and correspondence where the standard voice is appropriate, color options are much more liberal than in the formal voice. As much as 70% of the total design area may utilize colors from the palette shown here. 30% of the design area must be dedicated to the primary colors.

The standard voice palette still skews heavily toward the greens and supporting golds. Standard voice materials make up a large share of the collateral seen by external audiences and should strongly represent the brand.

Please note: American River Teal may not be used next to Sac State Gold, Ginkgo Gold, California Poppy or Hornet Yellow.

Standard voice materials MUST include 30% of the following colors, with Sac State green as the dominant color:

- **Sac State Green**
  - Pantone 341

- **Sac State Gold**
  - Pantone 4525

**Sac State Gold has changed!**
- Old Sac State Gold was PMS 4515, now PMS 4525.

Standard voice materials MAY have 70% of the following colors:

- **Ginkgo Gold**
  - Pantone 7406

- **California Poppy**
  - Pantone 124

- **Kumquat Orange**
  - Pantone 131

- **Guy West Bridge Orange**
  - Pantone 153

- **American River Teal**
  - Pantone 3155

- **Desert Olive**
  - Pantone 384

- **Pineapple Guava**
  - Pantone 611

- **Squirrel Brown**
  - Pantone 140

- **Black Walnut**
  - Pantone 7532

- **Redwood Grove Green**
  - Pantone 560

- **Stinger Green**
  - Pantone 341

- **Guy West Bridge Orange**
  - Pantone 153

- **Mulberry**
  - Pantone 689

- **Princess Tree Purple**
  - Pantone 7670

- **American River Teal**
  - Pantone 3155

- **Desert Olive**
  - Pantone 384

- **Pineapple Guava**
  - Pantone 611

- **Squirrel Brown**
  - Pantone 140

- **Black Walnut**
  - Pantone 7532

- **Redwood Grove Green**
  - Pantone 560

- **Guy West Bridge Orange**
  - Pantone 153

- **Evergreen Ash**
  - Pantone 347

- **Spruce Green**
  - Pantone 369

- **White Birch**
  - Pantone 616

- **Hornet Yellow**
  - Pantone 110

- **Squirrel Brown**
  - Pantone 140

- **Black Walnut**
  - Pantone 7532

- **Redwood Grove Green**
  - Pantone 560

- **Stinger Green**
  - Pantone 341