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.

Sac State Green
Pantone 343 C
~CMYK: 89-19-72-60
Pantone 343 U
~CMYK: 91-15-80-47
RGB: 0-78-56
HEX: 043927

Sac State Gold
Pantone 4525 C
~CMYK: 9-12-47-18
Pantone 4525 U
~CMYK: 8-10-44-15
RGB: 196-182-129
HEX: c4b581
## Colors Palettes

### FORMAL VOICE COLOR PALETTE

<table>
<thead>
<tr>
<th>Color Name</th>
<th>Pantone Code</th>
<th>CMYK Breakdown</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evergreen Ash</td>
<td>347 C</td>
<td>~ CMYK: 93-0-100-0 Pantone 347 U ~CMYK: 71-0-72-0 RGB: 88-185-71</td>
<td></td>
</tr>
<tr>
<td>Spruce Green</td>
<td>369 C</td>
<td>~ CMYK: 68-0-100-0 Pantone 369 U ~CMYK: 55-0-9-3 RGB: 218-212-144</td>
<td></td>
</tr>
<tr>
<td>Sac State Gold</td>
<td>4525 C</td>
<td>~ CMYK: 9-12-47-18 Pantone 4525 U ~CMYK: 8-10-44-15 RGB: 230-183-17</td>
<td></td>
</tr>
<tr>
<td>Hornet Yellow</td>
<td>110 C</td>
<td>~ CMYK: 2-22-100-8 Pantone 110 U ~CMYK: 4-17-98-7 RGB: 230-183-17</td>
<td></td>
</tr>
</tbody>
</table>

### STANDARD VOICE COLOR PALETTE

<table>
<thead>
<tr>
<th>Color Name</th>
<th>Pantone Code</th>
<th>CMYK Breakdown</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ginkgo Gold</td>
<td>7406 C</td>
<td>~ CMYK: 0-20-100-2 Pantone 7406 U ~CMYK: 1-17-93-3 RGB: 250-198-6</td>
<td></td>
</tr>
<tr>
<td>Kumquat Orange</td>
<td>131 C</td>
<td>~ CMYK: 2-39-100-10 Pantone 131 U ~CMYK: 3-36-97-9 RGB: 221-151-26</td>
<td></td>
</tr>
<tr>
<td>Pomegranate</td>
<td>689 C</td>
<td>~ CMYK: 24-89-5-37 Pantone 689 U ~CMYK: 40-78-23-12 RGB: 139-52-109</td>
<td></td>
</tr>
<tr>
<td>American River Teal</td>
<td>3135 C</td>
<td>~ CMYK: 100-9-29-47 Pantone 3135 U ~CMYK: 100-6-31-34 RGB: 0-100-144</td>
<td></td>
</tr>
<tr>
<td>Desert Olive</td>
<td>304 C</td>
<td>~ CMYK: 26-4-99-35 Pantone 304 U ~CMYK: 27-6-95-26 RGB: 112-140-44</td>
<td></td>
</tr>
<tr>
<td>Pineapple Guava</td>
<td>611 C</td>
<td>~ CMYK: 7-1-89-10 Pantone 611 U ~CMYK: 5-3-100-13 RGB: 214-220-52</td>
<td></td>
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</tbody>
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### CASUAL VOICE COLOR PALETTE

<table>
<thead>
<tr>
<th>Color Name</th>
<th>Pantone Code</th>
<th>CMYK Breakdown</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>No.2 Pencil Yellow</td>
<td>116 C</td>
<td>~ CMYK: 0-14-100-0 Pantone 116 U ~CMYK: 0-19-100-0 RGB: 255-205-0</td>
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</tr>
<tr>
<td>Flamin’ Hot Orange</td>
<td>7579 C</td>
<td>~ CMYK: 0-74-100-0 Pantone 7579 U ~CMYK: 0-56-89-0 RGB: 222-92-43</td>
<td></td>
</tr>
<tr>
<td>Phlagleblast Fuchsia</td>
<td>513 C</td>
<td>~ CMYK: 53-99-0-0 Pantone 513 U ~CMYK: 41-82-0-0 RGB: 135-38-113</td>
<td></td>
</tr>
<tr>
<td>Blue Gum Eucalyptus</td>
<td>7467 C</td>
<td>~ CMYK: 97-0-30-0 Pantone 7467 U ~CMYK: 76-0-30-0 RGB: 0-163-173</td>
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</tr>
<tr>
<td>Apple Green</td>
<td>361 C</td>
<td>~ CMYK: 77-0-100-0 Pantone 361 U ~CMYK: 56-0-87-0 RGB: 55-167-72</td>
<td></td>
</tr>
<tr>
<td>Bike Lane Lime</td>
<td>382 C</td>
<td>~ CMYK: 28-0-100-0 Pantone 382 U ~CMYK: 33-0-85-0 RGB: 191-208-39</td>
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</tbody>
</table>
Colors

FORMAL VOICE COLOR PALETTE

Sacramento State is associated with the color green. It is the color of the University logos and logotypes, it embodies the lush landscape of our campus, implies new growth and reflects the community’s love of nature and the environment.

Sacramento State’s gold reflects strength, pride, sophistication, excellence and our geopolitical distinction as California’s capital university. The combination of the green and gold colors embody the essence of Sacramento State.

The formal palette is a family of greens and golds. It includes several tones of green ensuring creative options.

When creating official or formal Sacramento State collateral, green and gold should always be the prominent colors, with green the dominant color.

When creating a formal piece colors from the standard voice palette may be used as an accent. An accent in this case is defined as not covering more than 10% of the total communication.

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

Formal voice materials MUST have 90% of the following colors with Sac State Green as the dominant color:

- Redwood Grove Green
  Pantone 560
- Sac State Green
  Pantone 343
- Stinger Green
  Pantone 341
- Evergreen Ash
  Pantone 347
- Spruce Green
  Pantone 369
- White Birch
  Pantone 616
- Sac State Gold
  Pantone 4525
- Hornet Yellow
  Pantone 110

Formal voice materials MAY have up to 10% of the following colors:

- Ginkgo Gold
  Pantone 7406
- California Poppy
  Pantone 124
- Kumquat Orange
  Pantone 131
- Guy West Bridge Orange
  Pantone 153
- Red Maple
  Pantone 7599
- Pomegranate
  Pantone 202
- Mulberry
  Pantone 689
- Princess Tree Purple
  Pantone 7670
- American River Teal
  Pantone 3155
- Desert Olive
  Pantone 364
- Pineapple Guava
  Pantone 611
- Squirrel Brown
  Pantone 140
- Black Walnut
  Pantone 7312
### 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

**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

- 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

- Red Maple
  - Pantone 7599

- Pomegranate
  - Pantone 202

- 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

- Stinger Green
  - Pantone 341

- Evergreen Ash
  - Pantone 347

- Spruce Green
  - Pantone 369

- White Birch
  - Pantone 616

- Hornet Yellow
  - Pantone 110
CASUAL VOICE COLOR PALETTE

Because casual voice communications are primarily targeted to our current student community, the casual palette provides more latitude with brighter and friendlier colors. Up to 90% of the total design area may utilize the casual voice palette, while 10% should remain dedicated to the primary colors.

While the casual voice palette offers two blue-hued options, the directive remains the same: avoid using blue, especially with gold or yellow, as a dominant color scheme in any voice.

Please note: Blue Gum Eucalyptus, Blue Book Cyan and American River Teal may not be used next to Sac State Gold, No.2 Pencil Yellow, Ginkgo Gold, California Poppy or Hornet Yellow.

Casual voice materials MAY have 90% of the following colors:

- No.2 Pencil Yellow Pantone 116
- Flamin’ Hot Orange Pantone 7579
- Rose Garden Red Pantone 193
- Phlagleblast Fuchsia Pantone 513
- Blue Gum Eucalyptus Pantone 7579
- Blue Book Cyan Pantone 326
- Apple Green Pantone 361
- Bike Lane Lime Pantone 382
- Ginkgo Gold Pantone 7406
- California Poppy Pantone 124
- Kumquat Orange Pantone 131
- Guy West Bridge Orange Pantone 153
- Red Maple Pantone 7599
- Pomegranate Pantone 202
- 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
- Stinger Green Pantone 341
- Evergreen Ash Pantone 347
- Spruce Green Pantone 369
- White Birch Pantone 616
- Hornet Yellow Pantone 110

Casual voice materials MUST include 10% 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.
# Web Colors

## FORMAL VOICE COLOR PALETTE

<table>
<thead>
<tr>
<th>Color Name</th>
<th>Pantone Code</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Redwood Grove Green</td>
<td>560 C</td>
<td>0-46-35</td>
<td>#021e14</td>
</tr>
<tr>
<td>Sac State Green</td>
<td>343 C</td>
<td>0-78-56</td>
<td>#043927</td>
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<tr>
<td>Stinger Green</td>
<td>341 C</td>
<td>0-132-83</td>
<td>#0a533a</td>
</tr>
<tr>
<td>Evergreen Ash</td>
<td>347 C</td>
<td>0-170-79</td>
<td>#0a533a</td>
</tr>
<tr>
<td>Spruce Green</td>
<td>369 C</td>
<td>88-185-71</td>
<td>#58b947</td>
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<td>Sac State Gold</td>
<td>4525 C</td>
<td>196-182-129</td>
<td>#c6401d</td>
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<tr>
<td>Hornet Yellow</td>
<td>110 C</td>
<td>230-183-17</td>
<td>#e6b711</td>
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## STANDARD VOICE COLOR PALETTE

<table>
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<tr>
<th>Color Name</th>
<th>Pantone Code</th>
<th>RGB</th>
<th>HEX</th>
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</thead>
<tbody>
<tr>
<td>Ginkgo Gold</td>
<td>7406 C</td>
<td>250-198-6</td>
<td>#fac606</td>
</tr>
<tr>
<td>California Poppy</td>
<td>124 C</td>
<td>235-171-33</td>
<td>#ebab21</td>
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<tr>
<td>Kumquat Orange</td>
<td>131 C</td>
<td>221-151-26</td>
<td>#d6971a</td>
</tr>
<tr>
<td>Guy West Bridge Orange</td>
<td>7599 C</td>
<td>198-64-29</td>
<td>#c6401d</td>
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<tr>
<td>Red Maple</td>
<td>202 C</td>
<td>132-0-41</td>
<td>#8b346d</td>
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<tr>
<td>Pomegranate</td>
<td>689 C</td>
<td>139-52-109</td>
<td>#e1c57a</td>
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<tr>
<td>Mulberry</td>
<td>7670 C</td>
<td>78-88-166</td>
<td>#97b059</td>
</tr>
<tr>
<td>Princess Tree Purple</td>
<td>7670 C</td>
<td>78-88-166</td>
<td>#97b059</td>
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## Web-Only Color

<table>
<thead>
<tr>
<th>Color Name</th>
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<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web-Only Color</td>
<td>170-152-94</td>
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</tr>
<tr>
<td>Web-Only Color</td>
<td>203-183-120</td>
<td>#cb67d8</td>
</tr>
<tr>
<td>Web-Only Color</td>
<td>207-182-104</td>
<td>#dbb647</td>
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<tr>
<td>Web-Only Color</td>
<td>225-197-122</td>
<td>#f0e1b0</td>
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<tr>
<td>Web-Only Color</td>
<td>240-225-176</td>
<td>#f0e1b0</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Color Name</th>
<th>RGB</th>
<th>HEX</th>
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</thead>
<tbody>
<tr>
<td>American River Teal</td>
<td>3735 C</td>
<td>0-100-144</td>
</tr>
<tr>
<td>Desert Olive</td>
<td>384 C</td>
<td>112-140-44</td>
</tr>
<tr>
<td>Pineapple Guava</td>
<td>611 C</td>
<td>214-220-52</td>
</tr>
<tr>
<td>Web-Only Color</td>
<td>151-176-89</td>
<td>#97b059</td>
</tr>
<tr>
<td>Squirrel Brown</td>
<td>140 C</td>
<td>117-86-39</td>
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<tr>
<td>Black Walnut</td>
<td>7522 C</td>
<td>93-78-63</td>
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