



Minnesota State University, Mankato
Primary and Secondary
Color Guidelines
October 2006



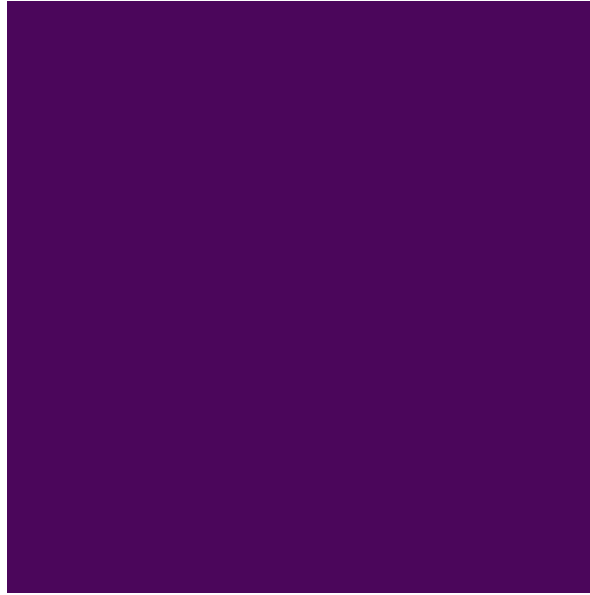
Color Palette

The Minnesota State Mankato color palette unifies our communications and is a powerful tool for building brand recognition.

Purple and gold are our heritage colors and should be prominent in all communication pieces. When the piece allows only one color (or two, together with black), choose purple. Our official purple and gold may also be used as screens in one- or two-color pieces.

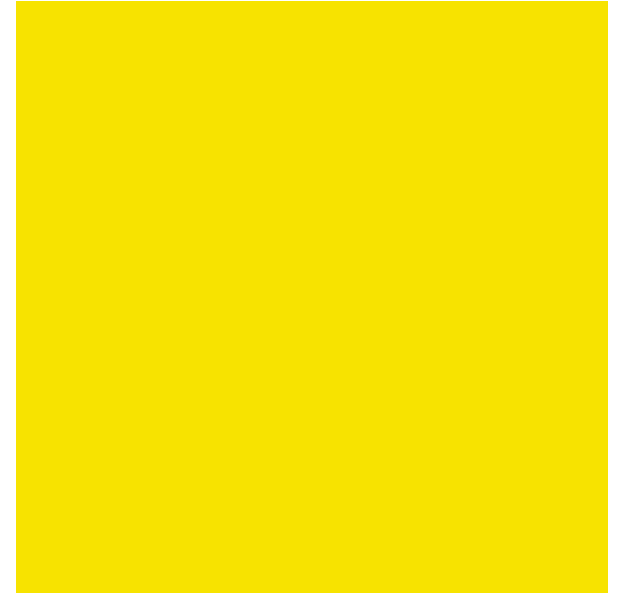
To ensure consistent colors when using process colors for full-color printing, use the CMYK equivalents listed in this document for color definitions.

1.



1. Purple
Pantone® 269
C: 78, M: 100, Y: 0, K: 33
R: 63, G: 0, B: 88

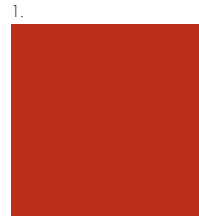
2.



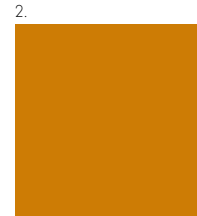
1. Gold
Pantone® 109
C: 0, M: 10, Y: 100, K: 0
R: 241, G: 228, B: 5

Secondary Color Palette

The additional colors, neutrals and metallics in our palette were chosen to compliment our heritage colors and for the strength and tradition they convey in combination with purple and gold. When used primarily in the order they appear (red as the first-choice secondary color, etc.), the combinations are unique among institutions in the Minnesota State Colleges and Universities System. Many System institutions use blue and green as primary or dominant-secondary colors; our emphasis on purple and gold, with minimal use of blue and green as secondary colors, helps differentiate us.



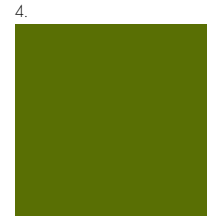
1. Red
Pantone® 1805
C: 0, M: 91, Y: 100, K: 23
R: 161, G: 45, B: 22



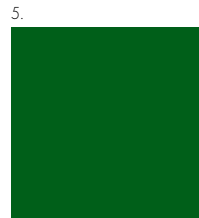
2. Orange
Pantone® 167
C: 0, M: 60, Y: 100, K: 17
R: 186, G: 122, B: 23



3. Gold
Pantone® 4405
C: 0, M: 15, Y: 78, K: 36
R: 175, G: 160, B: 68



4. Green
Pantone® 378
C: 34, M: 0, Y: 100, K: 60
R: 93, G: 109, B: 12



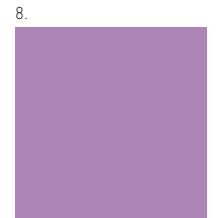
5. Green [2]
Pantone® 357
C: 80, M: 0, Y: 100, K: 56
R: 45, G: 93, B: 29



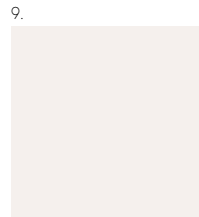
6. Light Blue
Pantone® 5415
C: 42, M: 8, Y: 0, K: 40
R: 122, G: 140, B: 161



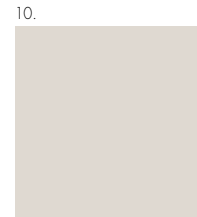
7. Dark Blue
Pantone® 648
C: 100, M: 62, Y: 0, K: 52
R: 27, G: 50, B: 94



8. Violet
Pantone® 528
C: 41, M: 55, Y: 0, K: 0
R: 161, G: 130, B: 178



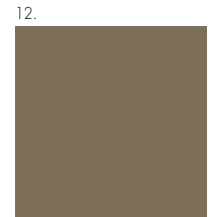
9. Neutral 1
Pantone® Warm Gray 1
C: 0, M: 2, Y: 3, K: 6
R: 243, G: 240, B: 237



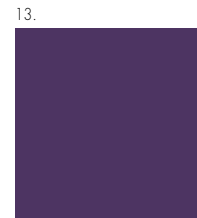
10. Neutral 2
Pantone® Warm Gray 3
C: 0, M: 4, Y: 8, K: 17
R: 221, G: 216, B: 207



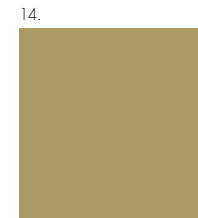
11. Neutral 3
Pantone® Warm Gray 5
C: 0, M: 5, Y: 10, K: 29
R: 196, G: 190, B: 181



12. Neutral 4
Pantone® Warm Gray 11
C: 0, M: 17, Y: 34, K: 62
R: 120, G: 109, B: 87



13. Metallic Purple
Pantone® Metallic Coated 8802



14. Metallic Gold
Pantone® Metallic Coated 871