

NMSU Color Palette

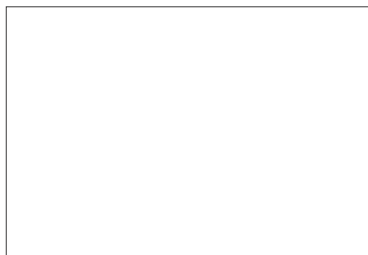
Primary Colors

Should be the most prominent colors used.



HEX	#8c0b42
RGB	140 11 66
CMYK*	10 97 37 43

*Check with your printer to verify you have the correct CMYK breakdown for PMS 208.



HEX	#ffffff
RGB	255 255 255
CMYK	0 0 0 0

Secondary Colors | for print

PMS 124 can be used in lighter shades as a tint box to highlight blocks of text.
PMS 407 and PMS 551 can be used for graphic elements such as charts and tables within text.



HEX	#fdb913
RGB	253 185 19
CMYK	0 30 99 0



HEX	#cfc7bd
RGB	207 199 189
CMYK	0 4 9 19



HEX	#a7babe
RGB	167 186 190
CMYK	12 2 0 25

Secondary Colors | for web

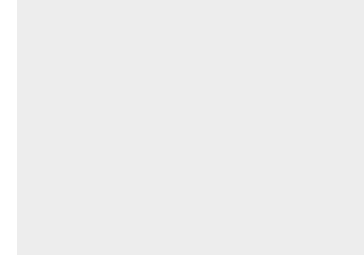
Secondary colors should never be dominant when used for web and digital use. HEX #FFC33 can be used as a highlight color and should be used sparingly. HEX #CCCCCC and #EDEDDED should be used in backgrounds and buttons to compliment navigation elements, promotional areas and other prominent design and content elements.



HEX	#ffc333
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HEX	#cccccc
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HEX	#ededed
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Other Colors

PMS 424 can be used for titles or headlines in print & web.



HEX	#6d6e71
RGB	109 110 113
CMYK	4 3 0 56

PMS 299 can highlight color in print & web. It should be used sparingly.



HEX	#00b9ff
RGB	0 185 255
CMYK	100 27 0 0