

IOWA STATE UNIVERSITY

Office of University Marketing

Primary Palette



PANTONE 186 C
CMYK 2 100 85 6
HEX #C8102E
RGB 200 16 46



PANTONE 142 C*
CMYK 0 24 78 0
HEX #F1BE48
RGB 241 190 72



PANTONE 449 C
CMYK 31 38 75 76
HEX #524727
RGB 82 71 39

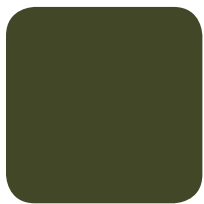


PANTONE 451 C
CMYK 21 15 54 31
HEX #9B945F
RGB 155 148 95



PANTONE 454 C
CMYK 11 5 29 8
HEX #CAC7A7
RGB 202 199 167

Secondary Palette



PANTONE 5743 C
CMYK 54 24 86 73
HEX #3E4827
RGB 62 72 39



PANTONE 7496 C
CMYK 46 6 100 42
HEX #76881D
RGB 118 136 29



PANTONE 5777 C
CMYK 26 9 56 20
HEX #A2A569
RGB 162 165 105



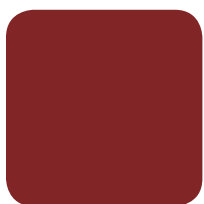
PANTONE 548 C
CMYK 100 21 28 76
HEX #003D4C
RGB 0 61 76



PANTONE 307 C
CMYK 100 22 2 18
HEX #006BA6
RGB 0 107 166



PANTONE 5425 C
CMYK 45 16 9 24
HEX #7A99AC
RGB 122 153 172



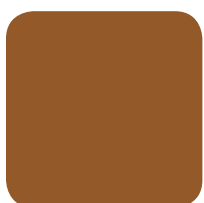
PANTONE 1815 C
CMYK 16 97 86 54
HEX #7C2529
RGB 124 37 41



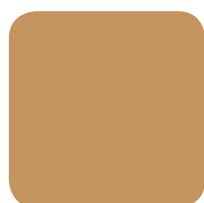
PANTONE 484 C
CMYK 8 92 100 33
HEX #9A3324
RGB 154 51 36



PANTONE 167 C
CMYK 5 77 100 15
HEX #BE531C
RGB 190 83 28



PANTONE 464 C
CMYK 11 53 94 53
HEX #8B5B29
RGB 139 91 41



PANTONE 465 C
CMYK 9 29 66 24
HEX #B9975B
RGB 185 151 91



PANTONE 7403 C
CMYK 1 11 58 2
HEX #EED484
RGB 238 212 132



PANTONE WARM GREY 11 C
CMYK 26 36 38 68
HEX #6E6259
RGB 110 98 89



PANTONE 424 C
CMYK 30 20 19 58
HEX #707372
RGB 112 115 114



PANTONE WARM GREY 5 C
CMYK 11 13 16 32
HEX #ACA39A
RGB 172 163 154