

NORTH DAKOTA STATE BRAND COLOR PALETTE

Our color palette is provided in a way that allows color matching to be as close as possible across all platforms. Pantone (PMS) colors are used for referencing and for exact color matching using spot colors in large print jobs. However, since most print jobs are smaller and printed using a less expensive 4-color process, CMYK values are provided. RGB values and hex codes are commonly used for Microsoft products (Word, Excel, PowerPoint, etc.) and digital platforms and content such as websites and digital media graphics.

RUSTIC BROWN

Pantone 1807C
CMYK: 24, 91, 78, 16

40%	HEX: #431517 RGB: 67,21,23 CMYK: 45%,84%,73%,69%
60%	HEX: #652023 RGB: 101,32,35 CMYK: 36%,89%,77%,50%
80%	HEX: #862A2E RGB: 134,42,46 CMYK: 30%,91%,79%,32%
100%	HEX: #A8353A RGB: 168,53,58 CMYK: 24%,91%,78%,16%
80%	HEX: #B95D61 RGB: 185,93,97 CMYK: 23%,74%,54%,6%
60%	HEX: #C86889 RGB: 203,134,137 CMYK: 20%,54%,37%,1%
40%	HEX: #DCAE80 RGB: 220,174,176 CMYK: 12%,34%,22%,0%

HARVEST ORANGE

Pantone 173C
CMYK: 12, 86, 100, 2

40%	HEX: #541C10 RGB: 84,28,16 CMYK: 39%,85%,87%,61%
60%	HEX: #7F2B17 RGB: 127,43,23 CMYK: 31%,89%,100%,36%
80%	HEX: #A9391F RGB: 169,57,31 CMYK: 23%,89%,100%,16%
100%	HEX: #D34727 RGB: 211,71,39 CMYK: 12%,86%,100%,2%
80%	HEX: #DC6C52 RGB: 220,108,82 CMYK: 10%,70%,71%,1%
60%	HEX: #E5917D RGB: 229,145,125 CMYK: 7%,51%,47%,0%
40%	HEX: #EDB5A9 RGB: 237,181,169 CMYK: 5%,33%,27%,0%

GOLDEN WHEAT

Pantone 137C
CMYK: 0, 42, 99, 0

40%	HEX: #64410B RGB: 100,65,11 CMYK: 43%,65%,100%,45%
60%	HEX: #966110 RGB: 150,97,16 CMYK: 33%,60%,100%,20%
80%	HEX: #C88216 RGB: 200,130,22 CMYK: 20%,52%,100%,4%
100%	HEX: #FAA21B RGB: 250,162,27 CMYK: 0%,42%,99%,0%
80%	HEX: #FBB549 RGB: 251,181,73 CMYK: 1%,32%,82%,0%
60%	HEX: #FCC776 RGB: 252,199,118 CMYK: 1%,23%,62%,0%
40%	HEX: #FDDAA4 RGB: 253,218,164 CMYK: 1%,15%,39%,0%

SPRINGTIME GREEN

Pantone 390C
CMYK: 35, 13, 100, 0

40%	HEX: #484C15 RGB: 72,76,21 CMYK: 63%,49%,100%,45%
60%	HEX: #6B7120 RGB: 107,113,32 CMYK: 57%,39%,100%,22%
80%	HEX: #8F972A RGB: 143,151,42 CMYK: 48%,28%,100%,5%
100%	HEX: #B3BD35 RGB: 179,189,53 CMYK: 35%,13%,100%,0%
80%	HEX: #C2CA5D RGB: 194,202,93 CMYK: 27%,9%,79%,0%
60%	HEX: #D1D786 RGB: 209,215,134 CMYK: 20%,5%,59%,0%
40%	HEX: #E1E5AE RGB: 225,229,174 CMYK: 13%,3%,39%,0%

SUMMER GREEN

Pantone 7490C
CMYK: 61, 23, 91, 5

40%	HEX: #2D3C1D RGB: 45,60,29 CMYK: 72%,51%,90%,58%
60%	HEX: #435B2C RGB: 67,91,44 CMYK: 71%,42%,96%,36%
80%	HEX: #5A793A RGB: 90,121,58 CMYK: 67%,33%,97%,18%
100%	HEX: #709749 RGB: 112,151,73 CMYK: 61%,23%,91%,5%
80%	HEX: #8DAC6D RGB: 141,172,109 CMYK: 49%,18%,72%,1%
60%	HEX: #A9C192 RGB: 169,193,146 CMYK: 36%,12%,51%,0%
40%	HEX: #C6D5B6 RGB: 198,213,182 CMYK: 23%,7%,32%,0%

EARTHY TEAL

Pantone 7474C
CMYK: 88, 40, 42, 10

40%	HEX: #032E34 RGB: 3,46,52 CMYK: 92%,64%,59%,60%
60%	HEX: #05464E RGB: 5,70,78 CMYK: 93%,57%,55%,39%
80%	HEX: #065D68 RGB: 6,93,104 CMYK: 91%,49%,49%,23%
100%	HEX: #087482 RGB: 8,116,130 CMYK: 88%,40%,42%,10%
80%	HEX: #39909B RGB: 57,144,155 CMYK: 76%,28%,36%,2%
60%	HEX: #6BACB4 RGB: 107,172,180 CMYK: 59%,17%,28%,0%
40%	HEX: #9CC7CD RGB: 156,199,205 CMYK: 38%,9%,17%,0%

FRESHWATER BLUE

Pantone 1807c
CMYK: 100, 78, 34, 20

40%	HEX: #061A2A RGB: 6,26,42 CMYK: 90%,76%,55%,69%
60%	HEX: #082640 RGB: 8,38,64 CMYK: 99%,81%,47%,51%
80%	HEX: #0B3355 RGB: 11,51,85 CMYK: 100%,81%,41%,35%
100%	HEX: #0E406A RGB: 14,64,106 CMYK: 100%,78%,34%,20%
80%	HEX: #3E6688 RGB: 62,102,136 CMYK: 82%,56%,29%,8%
60%	HEX: #6E8CA6 RGB: 110,140,166 CMYK: 61%,38%,24%,1%
40%	HEX: #9FB3C3 RGB: 159,179,195 CMYK: 38%,22%,16%,0%

HORIZON BLUE

Pantone 299C
CMYK: 75, 22, 0, 0

40%	HEX: #024057 RGB: 2,64,87 CMYK: 98%,69%,45%,34%
60%	HEX: #025F83 RGB: 2,95,131 CMYK: 94%,59%,31%,10%
80%	HEX: #037FAE RGB: 3,127,174 CMYK: 86%,41%,15%,1%
100%	HEX: #049FDA RGB: 4,159,218 CMYK: 75%,22%,0%,0%
80%	HEX: #36B2E1 RGB: 54,178,225 CMYK: 67%,11%,3%,0%
60%	HEX: #68C5E9 RGB: 104,197,233 CMYK: 53%,3%,3%,0%
40%	HEX: #9BD9F0 RGB: 155,217,240 CMYK: 36%,1%,3%,0%

WARM GRAY 1

Pantone Warm Gray 10C
CMYK: 51, 50, 54, 17

40%	HEX: #302C29 RGB: 48,44,41 CMYK: 67%,64%,66%,65%
60%	HEX: #49423D RGB: 73,66,61 CMYK: 61%,60%,64%,47%
80%	HEX: #615852 RGB: 97,88,82 CMYK: 57%,56%,59%,30%
100%	HEX: #796E66 RGB: 121,110,102 CMYK: 51%,50%,54%,17%
80%	HEX: #948885 RGB: 148,139,133 CMYK: 44%,41%,44%,4%
60%	HEX: #AFA8A3 RGB: 175,168,163 CMYK: 33%,30%,32%,0%
40%	HEX: #C9C5C2 RGB: 201,197,194 CMYK: 21%,18%,20%,0%

WARM GRAY 2

Pantone 7535C
CMYK: 30, 26, 35, 0

40%	HEX: #494641 RGB: 73,70,65 CMYK: 63%,58%,63%,44%
60%	HEX: #6D6A61 RGB: 109,106,97 CMYK: 56%,49%,57%,20%
80%	HEX: #928D82 RGB: 146,141,130 CMYK: 44%,38%,47%,5%
100%	HEX: #B6B0A2 RGB: 182,176,162 CMYK: 30%,26%,35%,0%
80%	HEX: #C5C0B5 RGB: 197,192,181 CMYK: 23%,20%,27%,0%
60%	HEX: #D3D0C7 RGB: 211,208,199 CMYK: 17%,13%,19%,0%
40%	HEX: #E2DFDA RGB: 226,223,218 CMYK: 10%,9%,11%,0%

The HEX and RGB codes provided for color percentage transparency values below 100% represent the appearance of the core brand color at reduced opacities over solid white or black. Primary usage of the color palette should always be 100% of the core brand color. However, varying percentages are acceptable when you need to create depth and visual interest in your design. Opacity percentages over both white and black shouldn't go below 40% transparency to preserve as much of the original color as possible. For CMYK percentages used on print materials, place the color over white or black and adjust the opacity appropriately to fit your design needs. This will give you the most accurate results.