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

%	HEX	RGB	CMYK
40%	#431517	67,21,23	45%,84%,73%,69%
60%	#652023	101,32,35	36%,89%,77%,50%
80%	#862A2E	134,42,46	30%,91%,79%,32%
100%	#A8353A	168,53,58	24%,91%,78%,16%
80%	#B95D61	185,93,97	23%,74%,54%,6%
60%	#CB8689	203,134,137	20%,54%,37%,1%
40%	#DCAEB0	220,174,176	12%,34%,22%,0%

HARVEST ORANGE
Pantone 173C
CMYK: 12, 87, 100, 2

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

GOLDEN WHEAT
Pantone 137C
CMYK: 0, 42, 100, 0

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

SPRINGTIME GREEN
Pantone 390C
CMYK: 35, 12, 100, 0

%	HEX	RGB	CMYK
40%	#484C15	72,76,21	63%,49%,100%,45%
60%	#6B7120	107,113,32	57%,39%,100%,22%
80%	#8F972A	143,151,42	48%,28%,100%,5%
100%	#B3BD35	179,189,53	35%,12%,100%,0%
80%	#C2CA5D	194,202,93	27%,9%,79%,0%
60%	#D1D786	209,215,134	20%,5%,59%,0%
40%	#E1E5AE	225,229,174	13%,3%,39%,0%

SUMMER GREEN
Pantone 7490C
CMYK: 61, 23, 90, 5

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

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

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

FRESHWATER BLUE
Pantone 541C
CMYK: 100, 78, 32, 22

%	HEX	RGB	CMYK
40%	#061A2A	6,26,42	90%,76%,55%,69%
60%	#082640	8,38,64	99%,81%,47%,51%
80%	#0B3355	11,51,85	100%,81%,41%,35%
100%	#0E406A	14,64,106	100%,78%,32%,22%
80%	#3E6688	62,102,136	82%,56%,29%,8%
60%	#6E8CA6	110,140,166	61%,38%,24%,1%
40%	#9FB3C3	159,179,195	38%,22%,16%,0%

HORIZON BLUE
Pantone 299C
CMYK: 81, 18, 0, 0

%	HEX	RGB	CMYK
40%	#024057	2,64,87	98%,69%,45%,34%
60%	#025F83	2,95,131	94%,59%,31%,10%
80%	#037FAE	3,127,174	86%,41%,15%,1%
100%	#049FDA	4,159,218	81%,18%,0%,0%
80%	#36B2E1	54,178,225	67%,11%,3%,0%
60%	#68C5E9	104,197,233	53%,3%,3%,0%
40%	#9BD9F0	155,217,240	36%,1%,3%,0%

WARM GRAY 1
Pantone Warm Gray 10C
CMYK: 51, 50, 54, 17

%	HEX	RGB	CMYK
40%	#302C29	48,44,41	67%,64%,66%,65%
60%	#49423D	73,66,61	61%,60%,64%,47%
80%	#615852	97,88,82	57%,56%,59%,30%
100%	#796E66	121,110,102	51%,50%,54%,17%
80%	#948B85	148,139,133	44%,41%,44%,4%
60%	#AFA8A3	175,168,163	33%,30%,32%,0%
40%	#C9C5C2	201,197,194	21%,18%,20%,0%

WARM GRAY 2
Pantone 7535C
CMYK: 30, 26, 35, 0

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