

Brand Colors

Official Kansas State University colors

The only color to be used for the logo mark is Pantone Color 268+ or color build as shown below.

All trademarked images may be displayed only in black, white and Kansas State University official purple (Pantone 268+ or hex code #512888 for Web).



PMS 268+		WHITE		K/BLACK		20 PERCENT K/BLACK		40 PERCENT K/BLACK	
C	82 PERCENT	C	–	C	–	C	–	C	–
M	100 PERCENT	M	–	M	–	M	–	M	–
Y	0 PERCENT	Y	–	Y	–	Y	–	Y	–
K	12 PERCENT	K	–	K	100 PERCENT	K	20 PERCENT	K	40 PERCENT
R	81	R	255	R	0	R	209	R	167
G	40	G	255	G	0	G	209	G	167
B	136	B	255	B	0	B	209	B	167
HEX	#512888	HEX	#FFFFFF	HEX	#000000	HEX	#D1D1D1	HEX	#A7A7A7

CONTACT

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Utilize shades of black for two-color jobs.

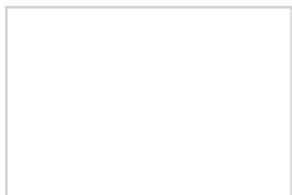
Color Palette

Adherence to a specified color palette is essential to effective branding because color provides an immediate and powerful way to express meaning and message without words. When designing National 4-H Council branded collateral, choose colors from the palette below. Secondary colors are useful to draw attention, but should be used more sparingly. Tints of the secondary colors may be used in increments of 10%.

Primary Colors



4-H Green
PMS 347
C100 M0 Y90 K0
R51 G153 B102
#339966



White
C0 M0 Y0 K0
R255 G255 B255
#ffffff

Secondary Colors



Light Green
PMS 360
C62 M0 Y78 K0
R97 G194 B80
#61C250



Lime
PMS 382
C28 M0 Y92 K0
R190 G214 B0
#BED600



Teal
PMS 3252
C54 M0 Y24 K0
R71 G213 B205
#47D5CD



Sky
PMS 7457
C17 M0 Y2 K0
R202 G227 B233
#CAE3E9



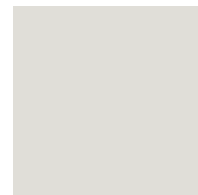
Slate
PMS 7544
C33 M14 Y11 K31
R137 G150 B160
#8996A0



Lemon
PMS 1225
C0 M17 Y68 K0
R255 G203 B79
#FFCB4F



Orange
PMS 1375
C0 M45 Y95 K0
R255 G160 B47
#FFA02F



Wheat
PMS Warm Gray 1
C2 M3 Y4 K5
R224 G222 B216
#E0DED8



4-H Text*
PMS 432
C67 M45 Y27 K70
R55 G66 B74
#37424A



4-H Metallic Gold
PMS 7544
PMS Print Only!

*Can be used as a secondary color.