



**TEXAS STATE UNIVERSITY<sup>®</sup>**

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1899













# PRIMARY

Texas State Maroon and Gold, our school colors, are the foundation of our color palette.

Communications should be anchored by these colors, especially maroon.

## Texas State Maroon



### Print

PMS: 504  
CMYK: 65, 100,  
100, 35

### Digital

Hex: #501214  
RGB: 80, 18, 20

## Texas State Dark Gold



### Print

PMS: 872 M  
CMYK: 20, 30, 70,  
20

### Digital

Hex: #AC9155  
RGB: 172, 145, 85

## Texas State Bright Gold



### Print

PMS: 7502  
CMYK: 4, 15, 44,  
13

### Digital

Hex: #D7BD8A  
RGB: 215, 189, 138

# SECONDARY

These bright, vibrant colors add energy to our work while remaining rooted in school spirit.

Use these colors to build upon our primary palette.

## Theatre Rojo



### Print

CMYK: 0, 97, 75, 0

### Digital

Hex: #E32849

RGB: 227, 40, 73

## Strahan Center Court



### Print

CMYK: 2, 24, 100, 7

### Digital

Hex: #EBBA45

RGB: 234, 185, 66

# TERTIARY

Our tertiary colors add balance and flexibility to our communications.

They should be used to support and complement our primary and secondary colors.

Blind Salamander



**Print**

CMYK: 0, 14, 5, 1

**Digital**

Hex: #F9DCDE  
RGB: 249, 221, 221

Eat 'Em Up, Peach



**Print**

CMYK: 0, 69, 65, 0

**Digital**

Hex: #EA664D  
RGB: 243, 114, 90

Green Hills



**Print**

CMYK: 71, 8, 100, 50

**Digital**

Hex: #266725  
RGB: 41, 104, 53

Wild Rice Green



**Print**

CMYK: 68, 0, 71, 18

**Digital**

Hex: #419E69  
RGB: 58, 159, 104

Glass-Bottom Boat



**Print**

CMYK: 48, 8, 34, 20

**Digital**

Hex: #70B7AA  
RGB: 112, 183, 170

River Jump



**Print**

CMYK: 48, 0, 10, 0

**Digital**

Hex: #BFF3FD  
RGB: 146, 215, 232

Spring Lake Blue



**Print**

CMYK: 100, 47, 26, 4

**Digital**

Hex: #007096  
RGB: 0, 111, 152