

## Primary

colors reflects the natural beauty of the Monterey County region. Paying equal respect to agricultural and marine influences of the region enhances our brand.

Bay Blue



540 Spot @ 100% opacity  
CMYK: 100.80.38.37  
RGB: 0.48.87  
Hex: 003057

Valley Green



5545 Spot @ 100% opacity  
CMYK: 75.41.63.24  
RGB: 65.105.91  
Hex: 41695B

Golden Sand



871 Spot @ 100% opacity  
Use spot metallic color in print jobs; do not use 100% opacity in digital/web

## Secondary

colors are tints of the primary



540 Spot @ 70% opacity  
CMYK: 78.56.31.9  
RGB: 73.103.134  
Hex: 496786



540 Spot @ 30% opacity  
CMYK: 32.20.13.0  
RGB: 174.186.201  
Hex: aebac9



5545 Spot @ 70% opacity  
CMYK: 56.31.46.4  
RGB: 120.147.137  
Hex: 789389



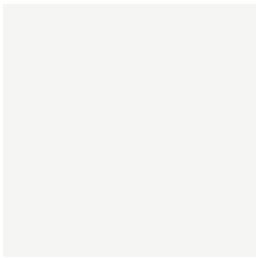
5545 Spot @ 30% opacity  
CMYK: 24.11.19.0  
RGB: 194.207.202  
Hex: c2cfca



871 Spot @ 70% opacity  
CMYK: 44.45.75.17  
RGB: 133.117.78  
Hex: A99C80



871 Spot @ 30% opacity  
CMYK: 14.13.20.0  
RGB: 217.211.198  
Hex: d9d3c6



871 Spot @ 8% opacity  
CMYK: 244.242.239  
RGB: 244.242.239  
Hex: f4f2ef

## Tertiary

colors are triads and shades of the secondary



CMYK: 39.79.53.24  
RGB: 132.67.82  
Hex: 844352



CMYK: 36.26.79.02  
RGB: 171.166.89  
Hex: ABA659



CMYK: 34.46.13.0  
RGB: 172.142.175  
Hex: AC8EAF



CMYK: 36.33.51.02  
RGB: 166.156.130  
Hex: A69C82



CMYK: 22.0.20.0  
RGB: 198.230.212  
Hex: C6E6D4



CMYK: 11.23.0.0  
RGB: 222.198.230  
Hex: DEC6E6



CMYK: 55.27.2.0  
RGB: 115.162.209  
Hex: 73A2D1



CMYK: 81.62.35.15  
RGB: 65.90.118  
Hex: 415A76



CMYK: 60.55.59.31  
RGB: 90.87.82  
Hex: 5A5752



CMYK: 42.37.42.02  
RGB: 153.148.140  
Hex: 99948C

# Ratios of Color

It's imperative to maintain a sense of hierarchy, balance and harmony when using CSUMB brand color palette

