

# COLOR MARKETING GROUP

## Notations for CMG Classic Colors – Consumer\*

Revised June 2004

| KEY |  | ***Originating Palette |
|-----|--|------------------------|
| 1   | Munsell                                  |                        |
| 2   | Pantone Textile                          |                        |
| 3   | Pantone Matching System, Coated/Uncoated |                        |
| 4   | Pantone Process Number                   |                        |
| 5   | RAL                                      |                        |
| 6   | RGB                                      |                        |
| 7   | CMYK                                     |                        |
| 8   | NCS (Natural Color System)               |                        |
| 9   | Archroma                                 |                        |

| Aero Blue |                    | 2000 |
|-----------|--------------------|------|
| 1         | 1.89PB5.98/3.39    |      |
| 2         | 16-4013            |      |
| 3         | 645C/644U          |      |
| 4         | 212-6              |      |
| 5         | 250 60 10          |      |
| 6         | R-31 G-55 B-75     |      |
| 7         | C-59 M-26 Y-0 K-25 |      |
| 8         | S-3020-R90-B       |      |
| 9         | 21-08-14           |      |

| Aluminum Foil |                   | 2000 |
|---------------|-------------------|------|
| 1             | 8.59B 8.63/0.38   |      |
| 2             | 14-5002           |      |
| 3             | 877C/877U         |      |
| 4             | 333-9             |      |
| 5             | 9007              |      |
| 6             | R-60 G-55 B-48    |      |
| 7             | C-0 M-9 Y-20 K-40 |      |
| 8             | 2500-N            |      |
| 9             |                   |      |

| Beignet |                    | 1998 |
|---------|--------------------|------|
| 1       | 4.8YR 4.6/5.1      |      |
| 2       | 18-1142            |      |
| 3       | 470C/470U          |      |
| 4       | DS 41-1            |      |
| 5       | 050 50 30          |      |
| 6       | R-54 G-27 B-15     |      |
| 7       | C-0 M-50 Y-72 K-46 |      |
| 8       | S 5030-Y50R        |      |
| 9       | 14-12-04           |      |

| Berry |                      | 1997 • |
|-------|----------------------|--------|
| 1     | 2.99R 3.50/8.20      |        |
| 2     | 19-1840              |        |
| 3     | 202C/201U            |        |
| 4     | 106-1                |        |
| 5     | 020 30 48            |        |
| 6     | R-49 G-0 B-21        |        |
| 7     | C-30 M-100 Y-70 K-30 |        |
| 8     | 4050-R10B            |        |
| 9     |                      |        |

| Butter |                  | 1996-97 |
|--------|------------------|---------|
| 1      |                  |         |
| 2      | 12-0824          |         |
| 3      | 1215C/1205U      |         |
| 4      |                  |         |
| 5      | 090 90 40        |         |
| 6      | R-100 G-95 B-50  |         |
| 7      | C-0 M-5 Y-50 K-0 |         |
| 8      | 0530-Y10R        |         |
| 9      |                  |         |

| Cardinal |                      | 1994-95 |
|----------|----------------------|---------|
| 1        |                      |         |
| 2        | 19-1664              |         |
| 3        | 187C/1797U           |         |
| 4        | 102-1                |         |
| 5        | 030 40 60            |         |
| 6        | R-68 G-0 B-25        |         |
| 7        | C-20 M-100 Y-70 K-15 |         |
| 8        | 1580-R               |         |
| 9        |                      |         |

| Frog Prince |                    | 1997-98 |
|-------------|--------------------|---------|
| 1           | 8.91GY 7.60/12.69  |         |
| 2           | 14-0264            |         |
| 3           | 802C/802U          |         |
| 4           | 294-1              |         |
| 5           | 120 70 75          |         |
| 6           | R-50 G-100 B-0     |         |
| 7           | C-50 M-0 Y-100 K-0 |         |
| 8           | 0580-G30Y          |         |
| 9           |                    |         |

| Grape Expectations |                   | 1997-98 |
|--------------------|-------------------|---------|
| 1                  | 0.92P 3.49/12.97  |         |
| 2                  | 18-3737           |         |
| 3                  | 266C/266U         |         |
| 4                  | 184-3             |         |
| 5                  | 300 40 35         |         |
| 6                  | R-25 G-25 B-100   |         |
| 7                  | C-75 M-75 Y-0 K-0 |         |
| 8                  | 3555-R60B         |         |
| 9                  |                   |         |

| Longhorn |                      | 1997 |
|----------|----------------------|------|
| 1        | 7.05R 2.97/4.22      |      |
| 2        | 19-1331              |      |
| 3        | 483C/181U            |      |
| 4        | 322-3                |      |
| 5        | 020 30 20            |      |
| 6        | R-30 G-0 B-0         |      |
| 7        | C-70 M-100 Y-100 K-0 |      |
| 8        | 6030-Y90R            |      |
| 9        |                      |      |

| Mellow Gold |                   | 1999 |
|-------------|-------------------|------|
| 1           | 3.09Y 9.07/2.72   |      |
| 2           | 12-0712           |      |
| 3           | 607C/607U         |      |
| 4           | 2-8               |      |
| 5           | 075 90 20         |      |
| 6           | R-99 G-89 B-62    |      |
| 7           | C-0 M-10 Y-38 K-1 |      |
| 8           | 0510-Y20R         |      |
| 9           |                   |      |

| Michigan Ave. Blue |                    | 1999-00 |
|--------------------|--------------------|---------|
| 1                  | 6.99PB 3.04/8.56   |         |
| 2                  | 19-3952            |         |
| 3                  | 288C/2945U         |         |
| 4                  | 204-1              |         |
| 5                  | 270 30 40          |         |
| 6                  | R-8 G-16 B-44      |         |
| 7                  | C-82 M-64 Y-0 K-56 |         |
| 8                  | 4550-R80B          |         |
| 9                  |                    |         |

| Night Navy |                     | 1995 |
|------------|---------------------|------|
| 1          | 6.28PB 3.27/3.17    |      |
| 2          | 19-3928             |      |
| 3          | 282C/654U           |      |
| 4          | 213-3               |      |
| 5          | 260 30 15           |      |
| 6          | R-14 G-35 B-59      |      |
| 7          | C-80 M-50 Y-15 K-30 |      |
| 8          | 7020-R80B           |      |
| 9          |                     |      |

| Pike Green |                     | 1994 |
|------------|---------------------|------|
| 1          | 0.95BG 2.18/4.80    |      |
| 2          | 19-5513             |      |
| 3          | 5535C/567U          |      |
| 4          | 265-1               |      |
| 5          | 160 30 15           |      |
| 6          | R-0 G-60 B-18       |      |
| 7          | C-100 M-0 Y-70 K-40 |      |
| 8          | 7020-B90G           |      |
| 9          |                     |      |

| Provence |                    | 1994 |
|----------|--------------------|------|
| 1        |                    |      |
| 2        | 17-4020            |      |
| 3        | 646C/542U          |      |
| 4        | 211-4              |      |
| 5        | 240 50 20          |      |
| 6        | R-30 G-65 B-90     |      |
| 7        | C-70 M-35 Y-10 K-0 |      |
| 8        | 4030-R90B          |      |
| 9        |                    |      |

| Sun |                   | 1995 |
|-----|-------------------|------|
| 1   | 3.53Y 8.31/13.17  |      |
| 2   | 13-0859           |      |
| 3   | 122C/114U         |      |
| 4   | 5-3               |      |
| 5   | 080 80 90         |      |
| 6   | R-100 G-85 B-25   |      |
| 7   | C-0 M-15 Y-75 K-0 |      |
| 8   | 0580-Y10R         |      |
| 9   |                   |      |

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|-----|--|
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| 3   | Pantone Matching System, Coated/Uncoated |
| 4   | Pantone Process Number                   |
| 5   | RAL                                      |
| 6   | RGB                                      |
| 7   | CMYK                                     |
| 8   | NCS (Natural Color System)               |
| 9   | Archroma                                 |

| Tealessence 1996 |                     |
|------------------|---------------------|
| 1                |                     |
| 2                | 18-4735             |
| 3                | 321C/320U           |
| 4                | 249-2               |
| 5                | 140 50 45           |
| 6                | R-0 G-65 B-45       |
| 7                | C-100 M-0 Y-30 K-35 |
| 8                | 3060-B40G           |
| 9                |                     |

| Thunderbolt Blue 1999 |                     |
|-----------------------|---------------------|
| 1                     | 7.0PB 2.7/5.8       |
| 2                     | 19-3864             |
| 3                     | 281C/281U           |
| 4                     | 213-2               |
| 5                     | 270 30 35           |
| 6                     | R-7 G-24 B-56       |
| 7                     | C-90 M-65 Y-20 K-30 |
| 8                     | 6030-R70B           |
| 9                     |                     |

| Vanilla 2004 |                   |
|--------------|-------------------|
| 1            | 10Y 9/1           |
| 2            | 11-0507           |
| 3            | 7485C/7499U       |
| 4            | 1-9C              |
| 5            | 090 90 10         |
| 6            | R-245 G-236 B-209 |
| 7            | C-0 M-0 Y-10 K-0  |
| 8            | 0505-Y10R         |
| 9            | 12-02-04          |

| Wasabi 2000 |                   |
|-------------|-------------------|
| 1           | 3.20GY 7.87/1.76  |
| 2           | 13-0608 TP        |
| 3           | 5793C/5803U       |
| 4           | DS 300-8          |
| 5           | *                 |
| 6           | R-66 G-78 B-74    |
| 7           | C-15 M-0 Y-5 K-22 |
| 8           | S 2010-G60Y       |
| 9           | 26-04-04          |

| Wet Clay 1996 |                     |
|---------------|---------------------|
| 1             | 3.28YR 6.19/1.48    |
| 2             | 16-1506             |
| 3             | 436C/436U           |
| 4             | 103-8               |
| 5             | 030 60 10           |
| 6             | R-64 G-56 B-60      |
| 7             | C-20 M-30 Y-25 K-20 |
| 8             | 4010-Y90R           |
| 9             |                     |

| Zephyr 1994 • |                           |
|---------------|---------------------------|
| 1             | 1.48Y 6.90/1.20           |
| 2             | 15-1305                   |
| 3             | Warm Gray 5C/Warm Gray 4U |
| 4             | 69-7                      |
| 5             | 060 70 10                 |
| 6             | R-68 G-64 B-60            |
| 7             | C-15 M-20 Y-25 K-20       |
| 8             | 3005-Y50R                 |
| 9             |                           |



\*\*Black and white are Classic Colors. Each industry may have just the slightest variation, but to a consumer they just appear black or white. For example, white is not eggshell, ecru, off-white, etc., but white. They do not appear on the Classic Colors Palette because we chose to leave the slight variation of these colors to each industry.

CMYK Note: The screen percentages shown for process color printing are in the order of Cyan/Magenta/Yellow/Black. The objective of the CMYK Notations is to provide CMG Members with a tool for the selection and specification of four-color process simulation of CMG Color Directions. There are variables and limitations in four-color process printing and many colors do not reproduce well using four-color process. Consult with your printer for technical guidance.

The PANTONE® Reference numbers shown herein represent the PANTONE® Colors most closely related to the colors displayed. No representation of color identity or accuracy with respect to the other color references is intended.

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The RAL Design-System, a color standard developed in Germany and used in Europe, offers a selection of colors, which can be matched with pigments normally used in the paint industry.

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\* = No close match

\*\*\*Palette Key

• = Contract Color Directions

= Consumer Colors Current

No mark = Consumer Color Directions

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