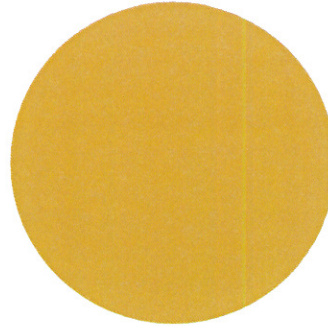


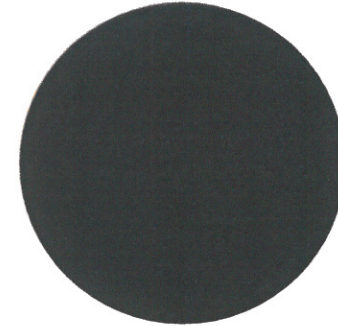
COLORS

Of the elements that combine to create a consistent brand identity, color is absolutely core to the messages, experiences and moods conveyed by communications. For New Ulm, there are two primary colors, gold and black. There are also four secondary colors to create a richer palette to meet a variety of design needs. The secondary colors are extremely useful in print collateral and online communications to maintain visual interest. Consider a sidebar in a brochure in Flandrau Green. Or a footer on a Web page in Cottonwood Blue. Even event or area signage can make use of the full range of colors.

PRIMARY



NEW ULM GOLD
PANTONE: 124 C (7406 U)
CMYK: 0/28/100/6
RGB: 238/178/18
HEX: eeb212



NEW ULM BLACK
PANTONE: BLACK C
CMYK: 0/13/49/98
RGB: 20/16/5
HEX: 151106

SECONDARY



COTTONWOOD BLUE
PANTONE: 5503
CMYK: 39/9/19/0
RGB: 156/198/202
HEX: 9cc6ca



BROWN COUNTY BROWN
PANTONE: 7531
CMYK: 42/42/56/8
RGB: 149/134/113
HEX: 958671



FLANDRAU GREEN
PANTONE: 5767
CMYK: 45/27/84/4
RGB: 148/155/80
HEX: 949b50



FIREBRICK RED
PANTONE: 1805
CMYK: 18/93/100/8
RGB: 191/49/26
HEX: bf311a