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CENTRAL MICHIGAN UNIVERSITY

PAGE 2
GUIDELINES

PURPOSE
The Central Michigan University Interior Color Palette was developed in response to the following goals:

• To create a cohesive and professional look and feel to the interior of campus buildings through the use of consistent paint colors.
• To create a consistent brand identity and establish a strong CMU presence in highly visible public areas.
• To simplify the interior paint color selection and routine maintenance process
• To promote sustainability through:
  — The use of Green Seal Standard GS-11 for Topcoat Paints
  — The use of Green Seal Standard GS-03 for Anti Rust and Anti Corrosion Paints
  — The use of SCAQMD Rule 113 for all other Architectural Coatings, Primers and Undercoats
  — The reduction of existing campus paint inventories and waste

APPLICATION
The CMU Interior Color Palette is comprised of 34 colors, including the official CMU Maroon and Gold. These colors have been broken into the following categories based on their suitable applications - Neutral Colors, Accent Colors, Bold Accent Colors, Door & Frame Colors, and approved CMU Maroon and Gold Colors.

All colors included within the palette are selected to work in harmony with one another while supporting the CMU Brand Identity. Where applicable, colors are grouped into warm, mid, and cool hues for ease of coordination. The Bold Accent Colors were selected for use only within the Residence Life and Campus Dining areas - these colors are intended to be changed more frequently to reflect current trends and to add vibrancy and energy to these facilities on campus.

The Interior Color Palette shall be used on all maintenance, renovation, and new construction projects for any CMU building, owned or leased. For new buildings and major renovations, University Communications shall be invited to review branding during design development. When an existing building will be repainted it is recommended that the color scheme selection for the building be coordinated as a whole, to maintain consistency, and create a professional and planned environment. It is expected that the color selections shall be consistent for all public areas, including wall base and any painted doors and frames.

To support color selection, the Interior Color Palette includes a number of suggested color combinations. Where wall colors are visible from a common space the colors shall be coordinated. In a single room, no more than two wall colors should be used.
These colors were selected based on light reflectivity and neutrality to work with a variety of colors within connecting spaces.

Neutral colors are grouped into warm, mid, and cool hues for ease of coordination. Each group of hues is then arranged by value from lightest to darkest. The darkest neutral color within each hue is equivalent to the lightest door & frame color.

When selecting a color consider the light reflectivity within the corridor as well as how the color will work with the suggested door/frame color palette.

Ceiling Paint should be ProMar 200 Interior Latex Eggshell Extra White. If another color is desired for a specialty application, select from lightest neutral color options.
**ACCENT COLORS**

Accent colors are intended to be used in a thoughtful manner to highlight select architectural features of a space. The colors chosen were selected to complement coordinating colors within the overall color palette.

Color options provided were carefully selected to avoid similar shades of competitors’ school colors.

Shades of red and purple were avoided so as not to be confused with CMU Maroon.

Refer to suggested color palettes for examples of coordinated schemes.
The bold accent colors were selected for use only within Residence Life and Campus Dining. These colors are intended to be changed more frequently to reflect current trends and to add vibrancy and energy to these facilities on campus.

When selecting a bold accent color consider the light levels within the space, as well as how the color will work with the selected neutral and door & frame colors. For maximum impact these colors should be used sparingly and in selective applications.
The official CMU colors are listed from the CMU Brand Identity Standards as they have been selected to represent the university in all printed and digital media.

In paint application, CMU Maroon shall be used. No substitutions or variations in hue, chroma, saturation, or value will be approved.

CMU Gold is approved as a bold accent color and as an Official CMU Color for paint applications.

While there is no acceptable substitution for CMU Maroon, there are three acceptable variations of the CMU Gold for paint use. See branded palette examples.
DOOR & FRAME COLORS
WITH COORDINATING WALL BASE

These colors were selected for their neutrality and coordination with the overall palette. Door & frame colors are grouped into warm, mid, and cool hues like the neutral color palette. Color families of warm, mid, or cool are intended to be used in conjunction with one another. Each group of hues is then arranged by value from lightest to darkest to provide a multitude of options and shades.

When selecting a color keep in mind that the door/frame color should be the same throughout the entire floor of a building if not the entire building as a whole. Paint colors provided predominately apply to metal door frames. Only unfinished metal doors, such as hollow metal, would be painted.

Each frame color has a coordinating Johnsonite wall base color listed beside it the appropriate coordinating base should be used.

Wherever accent walls have been painted CMU Maroon - The door, frame, and wall base color should match.

<table>
<thead>
<tr>
<th>DOOR &amp; FRAME</th>
<th>WALL BASE</th>
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<tr>
<td>CMU MAROON</td>
<td>JOHNSONITE BURGUNDY</td>
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WARM

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<th>DOOR &amp; FRAME</th>
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<td>VIRTUAL TAUPE</td>
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MID

<table>
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<td>PEWTER TANKARD</td>
<td>JOHNSONITE PEBBLE</td>
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COOL

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<th>DOOR &amp; FRAME</th>
<th>WALL BASE</th>
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<tbody>
<tr>
<td>SUMMIT GRAY</td>
<td>JOHNSONITE COLONIAL GREY</td>
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</tbody>
</table>

CENTRAL MICHIGAN UNIVERSITY
CMU’s design standards require that any space on campus that will be highly visible to the public or included on campus admissions tours must reflect the CMU brand. The President’s, Vice Presidents’, and Deans’ Suites shall be branded spaces. CMU recognizes that not all of these spaces will warrant a literal interpretation of the school colors. University Communications is available to help with all of your branding needs.

In this example, Jute would be recommended as the primary field color in corridors or large spaces. While still offering a high level of light reflectance, Jute offers a warmer and more inviting color tone.

CMU Maroon and a shade of gold must be used in combination with one another to truly represent the CMU brand.

Other design features that will reinforce CMU’s identity must be taken into consideration, such as wood tones, signage, fabrics as well as other applied building materials.
Athletics and University Recreation spaces must clearly represent the CMU brand. Acceptable paint matches to CMU’s school colors are frequently used as bold accents.

The neutral color should kept light and crisp. The warmer and lighter shades of the neutral color families would be recommended to provide the highest level of contrast and to best compliment the warm school colors.
The bold accents provided in the palette were specifically designed for use in Residence Life and Campus Dining. As the name indicates, they are bold and intense hues that will infuse a space with life and energy.

In this example, Deep in Thought would be recommended as the primary field color in corridors or large spaces. A secondary neutral could be used in spaces that need to feel slightly more subdued, such as Residence Hall rooms.
Many buildings north of Preston are intended to remain historic in character. The example palette provided would be appropriate for historic buildings on campus.
WARM PALETTE EXAMPLE

Warm color palettes are believed to feel energetic and vibrant.

In this example, Deep in Thought would be recommended as the primary field color in corridors or large spaces. A secondary neutral could be used in spaces that need to feel more sophisticated or subdued.

**NEUTRAL**

- **DEEP IN THOUGHT**
- **JUTE**

**ACCENT**

- **GOLDEN FLEECE**
- **JOJOBA**
- **TEMPE STAR**
- **COPPER POT**

**DOOR & FRAME**

- **SMOKEHOUSE**

**WALL BASE**

- **JOHNSONITE TOAST**
Cool color palettes can create a very light and crisp aesthetic. They are believed to create tranquil settings.

In this example, Frostline would be recommended as the primary field color in corridor or large spaces. A secondary neutral could be used in smaller spaces that might need to feel a little more inviting.
COMPREHENSIVE INTERIOR COLOR PALETTE

- Deep in Thought
- Nuance
- Frostline
- Jetstream
- Jute
- Thunder
- Stonington Gray
- Amsterdam
- Virtual Taupe
- Pewter Tankard
- Summit Gray
- Sorcerer's Spell
- Smokehouse
- Porpoise
- Form Grey
- Tempe Star
- Black Fox
- Urban Bronze
- Iron Ore
Colors represented may vary by computer monitor and/or printer. Refer to physical swatches provided by the paint shop or CMU Facilities Management for actual colors.
INTERIOR COLOR PALETTE APPENDIX

CENTRAL MICHIGAN UNIVERSITY • 2015.v1

Colors represented may vary by computer monitor and/or printer.
Refer to physical swatches provided by the paint shop or CMU Facilities Management for actual colors.
**CMU Deep in Thought**

 Cust on Manual Match

<table>
<thead>
<tr>
<th>Colorant</th>
<th>%</th>
<th>Color</th>
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<td>Y1-Yellow</td>
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<td>1</td>
</tr>
<tr>
<td>Y3-Deep Gold</td>
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**Non Refundable Tinted Color**

CAUTION: To assure consistent color, always order enough paint to complete the job and intermix all containers of the same color before application. Mixed colors may vary slightly from color strip or color chip.
SHERWIN-WILLIAMS 1317
989-773-3516
INTERIOR
PRIMAR 200 ZERO VOC
EG-SHEL
CMU JUTE
CUSTOM MATCH
COLORANT
CCE 2 32 64 128
B1-Black - 3 - -
N1-Raw Umber - 20 1 -
Y3-Deep Gold - 11 1 -
EXTRA WHITE
ONE GALLON
B20412651
650865017
Non Returnable Tinted Color
CAUTION: To assure consistent color, always order enough paint to complete
the job and intermix all containers
of the same color before application.
Mixed colors may vary slightly from
color strip or color chip.

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<td></td>
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<tr>
<td>Red</td>
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**ONE GALLON**

Non-Returnable Tinted Color

CAUTION: To assure consistent color, always color enough paint to complete the job and interate all containers of the same color before application. Mixed colors may vary slightly from color strip or color chip.
INTERIOR COLOR FORMULA

7040 SMOKEHOUSE 5/02

SHER-WILLIAMS 1317 05/02/15
989-773-3516 Order # 0109552

INTERIOR ARCHITECTURAL
PROMAR 200 ZERO VOC ACRYLIC LATEX
EG-SHELL IFC 8012NP

Non Returnable Tinted Color

CAUTION: To assure consistent color, always order enough paint to complete each job and intermix all containers of the same color before application. Mixed colors may vary slightly from color strip or color chip.

0109552-032

INTERIOR COLOR PALETTE
**7020 BLACK FOX**

**SHER-COLOR FORMULA**

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<td>Y3-Deep Gold</td>
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**ONE GALLON**

**ULTRADEEP**

**AR60182954**

---

*Non Returnable Tinted Color*

**CAUTION:** To ensure consistent color, always order enough paint to complete the job and intersperse all containers of the same color before application. Mixed colors may vary slightly from color strip or color chip.
**INTERIOR COLOR PALETTE**

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<td>Y3</td>
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**SHER-COLOR FORMULA**

- ONE GALLON: 65865617
- EXTRA WHITE: 65865617

*Non Returnable Tinted Color*

**CAUTION:** To assure consistent color, always order enough paint to complete the job and intermix all containers of the same color before application. Mixed colors may vary slightly from color strip or color chip.
**INTERIOR COLOR FORMULA**

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<td>Y3-Deep Gold</td>
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**Non Returnable Tinted Color**

**CAUTION:** To assure consistent color, always order enough paint to complete the job and intermix all containers of the same color before application. Mixed colors may vary slightly from color strip or color chip.
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<td>R2-Maroon</td>
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<tr>
<td>Y3-Deep Gold</td>
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<td>59</td>
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**Non Returnable Tinted Color**

Caution: To assure consistent color, always order enough paint to complete the job and intermix all containers of the same color before application. Mixed colors may vary slightly from color strip or color chip.
7048 URBANE BRONZE
SHER-COLOR FORMULA

COLORANT  02  32  64  128
B1-Black   6   19  1 -
W1-White   2   19  1 -
R2-Maroon  -  12  1  1
Y3-Deep Gold 2   8   -  1

ONE GALLON  ULTRDEEP
820D2664  65018950

Non Returnable Tinted Color

CAUTION: To assure consistent color, always order enough paint to complete the job and intermix all containers of the same color before application. Mixed colors may vary slightly from color strip or color chip.
INTERIOR COLOR PALETTE

SHERWIN-WILLIAMS 11317
989-773-3516

INTERIOR
PRIMAR 200 ZERO VOC
EO-SHELI

COMP(B010) HC-170 STONINGTON G
CUSTOM SHER-COLOR MATCH

CC+S COLORANT 02 32 64 128
B1-Black - 1 - 1 -
R2-Maroon - - - -
Y1-Yellow - - - -

ONE GALLON
650665017

Non Returnable Tinted Color

CAUTION: To assure consistent color, always order enough paint to complete the job and intermix all containers of the same color before application. Mixed colors may vary slightly from color strip or color chips.

0100952-017
7669 SUMMIT GRAY
SHER-COLOR FORMULA

CCE-COLORANT  0Z  32  64  128
U1-White        62  1  1
B1-Black        49  1  1
R2-Maroon       2  1  1
Y3-Deep Gold    13  1  1

ONE GALLON
B20402653
DEEP
650166535

Non Returnable Tinted Color

CAUTION: To assure consistent color, always order enough paint to complete the job and intermix all containers of the same color before application. Mixed colors may vary slightly from color strip or color chip.

0100952-023
INTERIOR COLOR PALETTE

“FORM GREY”
SHERWIN-WILLIAMS 1317
04/30/15
989-773-3516
Order# 0100952

INTERIOR
ARCHITECTURAL
PROMAR 200 ZERO VOC
ACRYLIC LATEX
IFC 012KX

7069 IRON ORE
SHER-COLOR FORMULA

CCExCOLORANT  0z 32 64 128
8L-Black     8  18 - -
WL-White     2  -   - -
R2-Maroon    -  5  1  -
Y3-Deep Gold -  40 1  -

ONE GALLON

BZOT02564

ULTRADEEP
650166950

Non Returnable Tinted Color

CAUTION: To assure consistent color, always order enough paint to complete the job and intermix all containers of the same color before application. Mixed colors may vary slightly from color strip or color chip.
INTERIOR COLOR PALETTE

6492 JETSTREAM
SHER-COLOR FORMULA

CCCN=COLORANT
OZ 32 64 128
B1-Black 6 1 -
G2-New Green 4 1 1
L1-Blue 5 1 -

ONE GALLON
B2M12651
EXTRA WHITE
B2M12651

Non Returnable Tinted Color

CAUTION: To assure consistent color, always order enough paint to complete the job and intermix all containers of the same color before application. Mixed colors may vary slightly from color strip or color chip.
Non Returnable Tinted Color

CAUTION: To assure consistent color, always order enough paint to complete the job and interlock all containers of the same color before application. Mixed colors may vary slightly from color strip or color chip.
INTERIOR COLOR PALETTE

CUSTOM SHER-COLOR MATCH

Non Returnable Tinted Color

CAUTION: To assure consistent color, always order enough paint to complete the job and intermix all containers of the same color before application. Mixed colors may vary slightly from color strip or color chip.

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SHERWIN-WILLIAMS 1317
989-773-3515
04/27/15
Order#: 0100952

INTERIOR
A开办ural
ACRYLIC LATEX
EG-SHEL

6229 TEMPE STAR
SHER-COLOR FORMULA

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ONE GALLON
82042853
DEEP
65018535

Non Returnable Tinted Color

CAUTION: To assure consistent color, always order enough paint to complete the job and intermix all containers of the same color before application. Mixed colors may vary slightly from color strip or color chip.
6449 Topiary Tint
Sher-Color Formula

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<tr>
<td>Gold</td>
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One Gallon

Non Returnable Tinted Color

CAUTION: To assure consistent color, always order enough paint to complete the job and intermix all containers of the same color before application. Mixed colors may vary slightly from color strip or color chip.
Non Returnable Tinted Color

CAUTION: To assure consistent color, always order enough paint to complete the job and intermix all containers of the same color before application. Mixed colors may vary slightly from color strip or color chip.
**Non Returnable Tinted Color**

**CAUTION:** To assure consistent color, always order enough paint to complete the job and intermix all containers of the same color before application. Mixed colors may vary slightly from color strip or color chip.

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<tr>
<td>Yellow</td>
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<tr>
<td>Deep Gold</td>
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ONE GALLON DEEP

B20062653 650166335
Non Returnable Tinted Color

CAUTION: To assure consistent color always order enough paint to complete the job and interate all containers of the same color before application. Mixed colors may vary slightly from color strip or color chip.
6393 CONVIVIAL YELLOW
SHER-COLOR FORMULA

CC: COLORANT 02 32 64 128
B1-Black - - 1 -
G2-Neu Green - 1 -
Y3-Deep Gold - 28 -

ONE GALLON 650065017

Non Returnable Tinted Color

CAUTION: To assure consistent color, always order enough paint to complete the job and intermix all containers of the same color before application. Mixed colors may vary slightly from color strip or color chip.
SHERWIN-WILLIAMS 1317 04/27/15
988-773-3516
Order#: 0109552

INTERIOR
PROMAR 200 ZERO VOC
ACRYLIC LATEX
EG-SHEEN

6398 GOLDEN FLEECE 11/02
SHER-COLOR FORMULA

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<td>-</td>
<td>-</td>
</tr>
<tr>
<td>R2-Maroon</td>
<td>-</td>
<td>2</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td>T3-Deep Gold</td>
<td>2</td>
<td>59</td>
<td>-</td>
<td>1</td>
</tr>
</tbody>
</table>

ONE GALLON
B20902653
DEEP
650188535

PI PRIMER RECOMMENDED FOR THIS COLOR
Non-Returnable Tinted Color

CAUTION: To assure consistent color, always order enough paint to complete the job and intermix all containers of the same color before application. Mixed colors may vary slightly from color strip or color chip.
INTERIOR COLOR FORMULA

6390 BOSC PEAR 11/02
SHER-COLOR FORMULA

CCE=COLORANT 02 32 64 128
W1-White - 14 - 1
N1-Raw Umber 2 12 - -
Y3-Deep Gold 8 37 1 -

ONE GALLON DEEP
B20020635
650169935

Non Returnable Tinted Color

CAUTION: To assure consistent color, always order enough paint to complete the job and intermix all containers of the same color before application. Mixed colors may vary slightly from color strip or color chip.
INTERIOR COLOR PALETTE

6830 05-AGE ORANGE 11/02
SHER-COLOR FORMULA

CCE COLORANT 02 32 64 128
W1-White - 25 - -
R3-Magenta - 3 - 1
R4-New Red - 34 1 -
Y1-Yellow 8 1 1 -

ONE GALLON DEEP
B23002553 650186936

PI PRIMER RECOMMENDED FOR THIS COLOR
Non Returnable Tinted Color

CAUTION: To assure consistent color, always order enough paint to complete the job and interate all containers of the same color before application. Mixed colors may vary slightly from color strip or color chip.
**6622 HEARTY ORANGE**

**SHER-COLOR FORMULA**

<table>
<thead>
<tr>
<th>COLORANT</th>
<th>02</th>
<th>32</th>
<th>64</th>
<th>128</th>
</tr>
</thead>
<tbody>
<tr>
<td>W1-White</td>
<td>32</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>R2-Maroon</td>
<td>22</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>R4-New Red</td>
<td>4</td>
<td>44</td>
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<td></td>
</tr>
<tr>
<td>Y1-Yellow</td>
<td>4</td>
<td>29</td>
<td>1</td>
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</table>

**ONE GALLON**

<table>
<thead>
<tr>
<th>PRIMER</th>
<th>ULTRADEEP</th>
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<tbody>
<tr>
<td>B20TD2654</td>
<td>650186950</td>
</tr>
</tbody>
</table>

**F2 PRIMER RECOMMENDED FOR THIS COLOR**

**Non Returnable Tinted Color**

**CAUTION:** To assure consistent color, always order enough paint to complete the job and intermix all containers of the same color before application. Mixed colors may vary slightly from color strip or color chip.
**INTERIOR COLOR PALETTE**

<table>
<thead>
<tr>
<th>CUSTOM SHER-COLOR MATCH</th>
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<tbody>
<tr>
<td>CCE-COLORANT</td>
<td>02 64 128</td>
</tr>
<tr>
<td>G2-New Green</td>
<td>31 1 1</td>
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<tr>
<td>R2-Maroon</td>
<td>6  1</td>
</tr>
<tr>
<td>Y1-Yellow</td>
<td>9  1 1</td>
</tr>
<tr>
<td>Y3-Deep Gold</td>
<td>14 1</td>
</tr>
</tbody>
</table>

**ONE GALLON**

- **BRIGHT YELLOW**
  - 650166992

**Non Returnable Tinted Color**

**CAUTION:** To assure consistent color, always order enough paint to complete the job and intermix all containers of the same color before application.

Mixed colors may vary slightly from color strip or color chip.
<table>
<thead>
<tr>
<th>COLORANT</th>
<th>0Z</th>
<th>32</th>
<th>64</th>
<th>128</th>
</tr>
</thead>
<tbody>
<tr>
<td>B1-Black</td>
<td></td>
<td>42</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>G2-Blue</td>
<td>4</td>
<td>26</td>
<td></td>
<td></td>
</tr>
<tr>
<td>L1-Blue</td>
<td>2</td>
<td>47</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Y1-Red</td>
<td></td>
<td>11</td>
<td>1</td>
<td>1</td>
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</tbody>
</table>

**ONE GALLON**

<table>
<thead>
<tr>
<th>DEEP</th>
<th>650186395</th>
</tr>
</thead>
</table>

**Non Returnable Tinted Color**

*CAUTION: To ensure consistent color, always order enough paint to complete the job and intermix all containers of the same color before application. Mixed colors may vary slightly from color strip or color chip.*
CNU Gold
CUSTOM MATCH
CCE: COLORANT 02 32 64 128
R4: New Red - 2 -

ONE GALLON
6421000133
SAFETY YELLOW
5284861

Non Returnable Tinted Color

CAUTION: To assure consistent color, always order enough paint to complete the job and intermix all containers of the same color before application.

Mixed colors may vary slightly from color strip or color chip.

0100952-027
JOHNSONITE COLOR INDEX
COORDINATING WALL BASE

JOHNSONITE FAWN 80

JOHNSONITE PEBBLE 32

JOHNSONITE COLONIAL GREY TA5

JOHNSONITE BURGUNDY 85

JOHNSONITE TOAST 283

JOHNSONITE MOON ROCK 29

JOHNSONITE STORM CLOUD 71

JOHNSONITE PEPPERCORN TB1

JOHNSONITE GATEWAY TA4

JOHNSONITE BURNT UMBER 63
UNACCEPTABLE COLOR COMBINATION INDEX

The official school colors of competitor universities in Michigan and in the Mid-American Conference have been included for reference.