

# New Mexico State University Branding Color Palette

Process color:  
C=10 M=97 Y=37 K=43

Spot:  
PMS 208

RGB Web #:  
882345

## Primary Color

NMSU crimson should always be the most prominent color used. With two-color printing, always use the spot color, PMS 208 and black. When printing using the four-color process, always use the process color CMYK formula, not spot color.

Process color:  
C=0 M=30 Y=100 K=0

Spot:  
PMS 124

RGB Web #:  
EAAB0D

Process color:  
C=100 M=78 Y=5 K=18

Spot:  
PMS 280

RGB Web #:  
004286

## Secondary Colors

These colors can be used in support of the primary crimson color to bring variety and resonance to the design.

Process color:  
C=100 M=10 Y=35 K=40

Spot:  
PMS 323

RGB Web #:  
006265

Process color:  
C=0 M=70 Y=100 K=20

Spot:  
PMS 167

RGB Web #:  
BD4F19

Process color:  
C=61 M=88 Y=0 K=0

Spot:  
PMS 2602

RGB Web #:  
80379B

## Third-Tier Colors or Accent Colors

These colors should be used minimally as accent colors that can help expand a design's richness and vibrancy.

Process color:  
C=0 M=50 Y=100 K=0

Spot:  
PMS 138

RGB Web #:  
DF7A00

Process color:  
C=80 M=0 Y=75 K=35

Spot:  
PMS 349

RGB Web #:  
00693C

Process color:  
C=100 M=60 Y=0 K=5

Spot:  
PMS 661

RGB Web #:  
003591