



New Mexico State

Current Revision Date: 07/13/16

Established: 1888

Location: Las Cruces, NM

Mascot: Aggies

Mascot Name: Pete

Conference: Western Athletic Conference (WAC)

Verbiage

New Mexico State University™
NMSU™
New Mexico State™
NM STATE™
Aggies™

New Mexico State University at Alamogordo™
New Mexico State University Carlsbad™
New Mexico State University Grants™
Doña Ana Community™

Red

Black

Gray

White

PANTONE 208 C
MADEIRA: 1182
RA: 2225

PANTONE Process Black C
MADEIRA: Black
RA: Black

PANTONE Cool Gray 7 C
MADEIRA: ###
RA: ###

White
MADEIRA: White
RA: White

Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

Primary Marks

1

2

3

4



Word Marks

13

14



15

16



Secondary Marks

5

6

7

8



9

10

11

12



Helmet Mark

17



Institutional Marks

18

19



Aggie Alphabet

20



ADDITIONAL PERTINENT INFORMATION

- University seal not permitted on products for resale
- No alterations or overlaying graphics to seal permitted
- University licenses consumables (must have expiration date on packaging)
- University licenses health and beauty products
- University permits numbers on products for resale
- Mascot caricatures permitted
- Cross licensing with other marks may be permitted with an additional agreement

- No use of current players' name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks