



New Mexico State

Current Revision Date: 02/08/17

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 College™

Crimson

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

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Primary Marks



Cultural Marks



Secondary Marks



Word Marks



Helmet Mark



Institutional Marks



Aggie Alphabet



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- University licenses health and beauty products
- University permits numbers on products for resale
- Mascot caricatures permitted

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