

## Primary Color

NMSU crimson, along with white, always should be the most prominent colors used.



**C10 M97 Y37 K43\***  
**R140 G11 B66**  
**Web #8c0b42**

## Secondary Colors

PMS 124 can be used in its lighter shades as a tint box, which allows blocks of text to be highlighted.

PMS 407 and PMS 551 complement NMSU's primary colors, and are used for graphic elements such as charts and tables within text.



**C0 M30 Y100 K0**  
**R253 G185 B19**  
**Web #ffcc33**



**C6 M9 Y14 K14**  
**R207 G199 B189**  
**Web #cfc7bd**



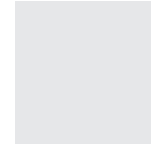
**C27 M11 Y14 K5**  
**R167 G186 B190**

## Other Colors

These web-only colors work in backgrounds and buttons to complement navigational elements, promotional areas and other prominent design and content elements. They should never be dominant.



**Web #cccccc\*\***



**Web #ededed\*\***

On the web, this works as another complementary color. In print, it can be used to add contrast to black for display text (headlines, captions, etc.).



**C0 M0 Y0 K70**  
**R109 G110 B113**  
**Web #6d6e71\*\***

This color is used to highlight text in print pieces. It should be used sparingly.



**C80 M0 Y0 K0**  
**R0 G185 B242**