Primary Color

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

Secondary Colors

PMS 124 can in 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.

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.

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.).

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