

PRIMARY MARKS



WORD MARKS



VERBIAGE

Alcorn State University™
 Alcorn State University Braves™
 Alcorn State Braves™
 Where Knowledge and Character Matter™

ASU Braves™
 Alcorn State™
 ASU™

Note: Athletics Department prohibited from using black for team, competition and travel apparel. Limited, special use approval required.

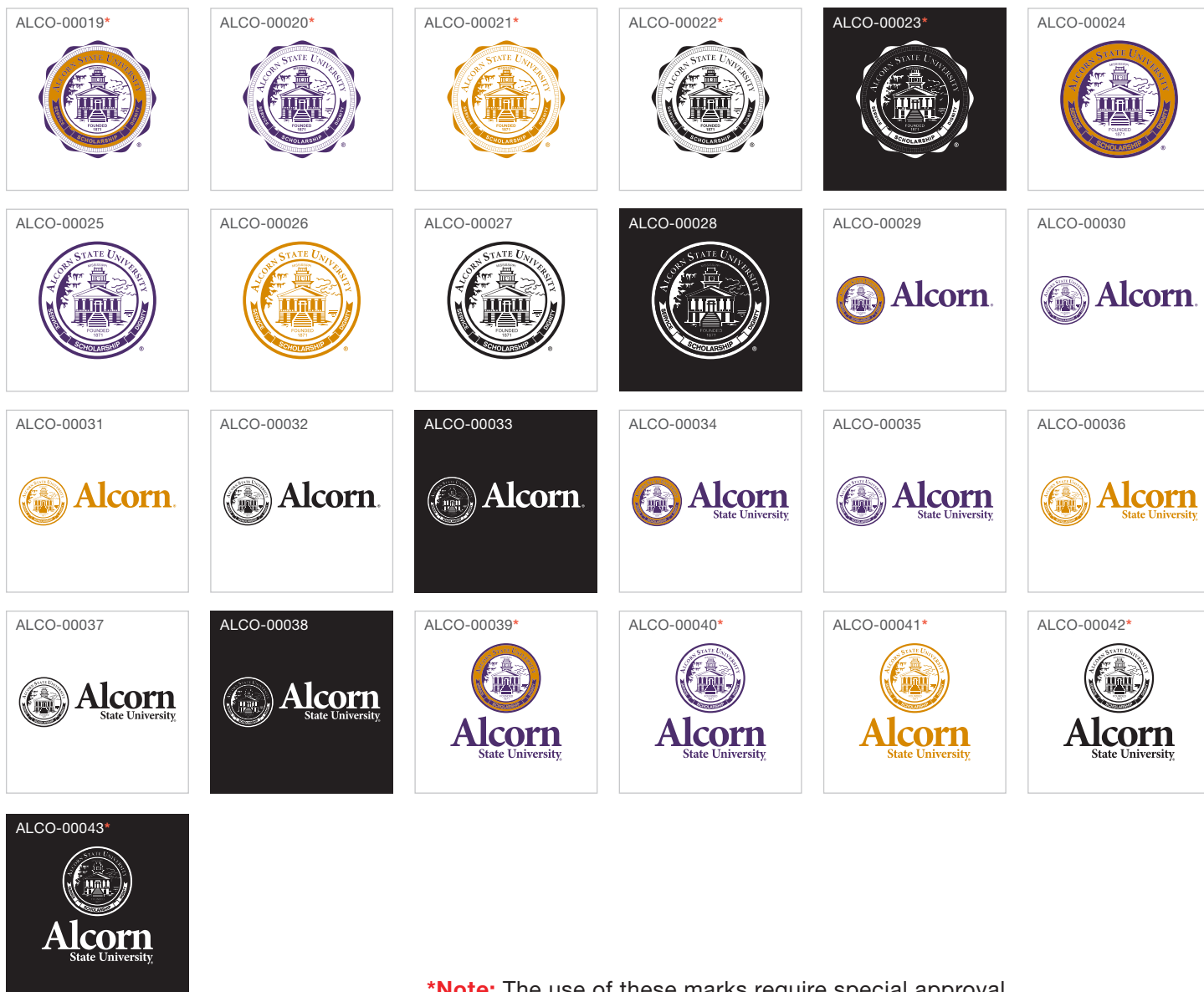
COLOR INFORMATION

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COLORS	PANTONE®	HTML	PROCESS
Purple	PMS 269	512D6D	C:80% M:98% Y:5% K:27%
Gold	PMS 131	CC8A00	C:2% M:39% Y:100% K:10%
Stealth Gray	PMS 423	898D8D	C:22% M:14% Y:18% K:45%
Black*	Process Black		

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INSTITUTIONAL MARKS



***Note:** The use of these marks require special approval.

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DEPARTMENT MARKS

ALCO-00044	ALCO-00045	ALCO-00046	ALCO-00047	ALCO-00048	ALCO-00049
 Alcorn GRADUATE STUDIES	 Alcorn SCHOOL OF AGRICULTURE AND APPLIED SCIENCES	 Alcorn SCHOOL OF ARTS AND SCIENCES	 Alcorn SCHOOL OF BUSINESS	 Alcorn SCHOOL OF EDUCATION AND PSYCHOLOGY	 Alcorn SCHOOL OF NURSING
ALCO-00050	ALCO-00051	ALCO-00052			
 Alcorn EXTENSION PROGRAM <i>Empowering People</i>	 Alcorn SOCIALLY DISADVANTAGED FARMERS AND RANCHERS POLICY RESEARCH CENTER	 Alcorn SOUTHWEST MISSISSIPPI CENTER FOR CULTURE AND LEARNING			

EMBROIDERY THREAD COLORS

COLORS	PANTONE®	Madeira	Poly Neon
Purple	PMS 269	1122	1922
Gold	PMS 131	1025	1725
White	White	White	White
Black	Black	1000	1800

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