


| Alcorn State University | | | Verbiage | |
|--|---|---|--|--|
| <div></div> <div>Current Revision Date: 03/25/25</div> | | | Alcorn State University™ Alcorn State University Braves™ Alcorn State Braves™ Where Knowledge and Character Matter™ | ASU Braves™ Alcorn State™ ASU™ |
| Established: N/A | Location: N/A | Nickname: N/A | | |
| Mascot Name: N/A | Conference: N/A | | | |
| Purple | Gold | Stealth Gray | White | Black |
| PANTONE 269 C C: 80 M: 98 Y: 5 K: 27 RGB: #, #, # MADEIRA Rayon: 1122 RA: 1922 | PANTONE 131 C C: 2 M: 39 Y: 100 K: 10 RGB: #, #, # MADEIRA Rayon: 1025 RA: 1725 | PANTONE 423 C C: 22 M: 14 Y: 18 K: 45 RGB: #, #, # MADEIRA Rayon: ##### RA: ##### | White CMYK: 0, 0, 0, 0 RGB: 255, 255, 255 MADEIRA Rayon: White RA: White | PANTONE Process Black C CMYK: 0, 0, 0, 100 RGB: 0, 0, 0 MADEIRA Rayon: 1000 RA: 1800 |
| 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



5



6



Wordmarks

7



8



9



10



11



12



13



14



15



16



17



18





Alcorn State University

Current Revision Date: 03/25/25

Institutional Marks

Department Marks

19



20



21



22



23



44



Alcorn
GRADUATE STUDIES

45



Alcorn
COLLEGE OF AGRICULTURE
AND APPLIED SCIENCES

46



Alcorn
COLLEGE OF ARTS AND SCIENCES

24



Alcorn

25



Alcorn

26



Alcorn

27



Alcorn

28



Alcorn

29



Alcorn
State University

30



Alcorn
State University

31



Alcorn
State University

32



Alcorn
State University

33



Alcorn
State University

47



Alcorn
SCHOOL OF BUSINESS

48



Alcorn
SCHOOL OF EDUCATION
AND PSYCHOLOGY

49



Alcorn
SCHOOL OF NURSING

Institutional Marks (Require Special Approval)

34



35



36



37



38



50



Alcorn
EXTENSION PROGRAM
Empowering People

51



Alcorn
SOCIALLY DISADVANTAGED FARMERS
AND RANCHERS POLICY RESEARCH CENTER

52



Alcorn
SOUTHWEST MISSISSIPPI CENTER
FOR CULTURE AND LEARNING

ADDITIONAL PERTINENT INFORMATION

- 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.