

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.

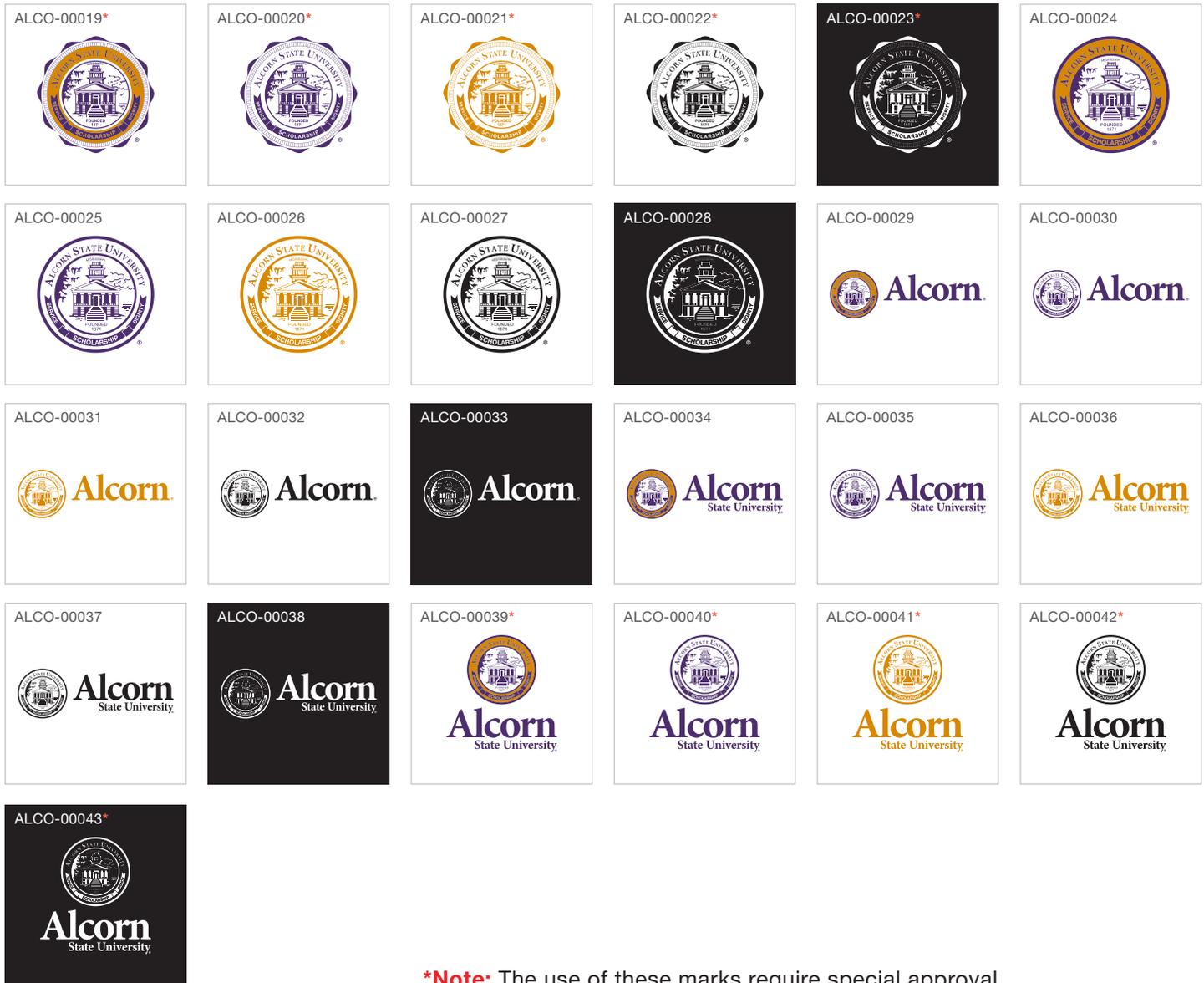
COLOR INFORMATION

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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



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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