Usage Guidelines: Available for use as an accent and/or on hats and helmets. Logo must be in white or red.

UNM ATHLETIC ALPHABET

Usage Guidelines: For use on all UNM Athletic headers, jerseys, jersey numbers, Graphic headers, etc.

GOTHAM

Aa BbCc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Usage Guidelines: Gotham used only as body copy and/or for text underneath Lobos Font, for graphics it is to be used as a secondary font.

NOTE: Turquoise is an alternate uniform for Lobo Athletics and should be used as an accent color as long as designs are approved by Jacque May. Turquoise provides as a uniqueness in the collegiate landscape and was once an official school color in the 1970’s. Vintage marks are available for use as one-time marks. New this year, black is now permitted under limited use for coaches and staff in non-competition situations, there are exceptions per Jacque May approval. Black can be used on a limited basis for team practice gear (1 or 2 pieces per year). Black is not permitted to be used for uniforms. School colors must be utilized on all gamedays and public appearances. Please check with Jacque May via email at jmmay@unm.edu or by phone at 925-5660 for approval and art sheet questions.

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