

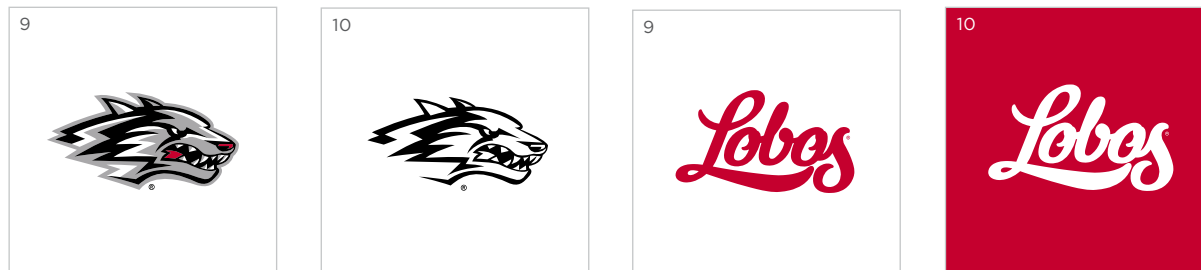
### PRIMARY ATHLETIC MARKS



### SECONDARY ATHLETIC MARKS



For more information on specific uses regarding the UNM logo refer to The University of New Mexico Identity Standards.



THE LOBO PAW MUST BE USED WITH THE "LOBOS" OR "NEW MEXICO" INDICATOR IN LOBO FONT (AS SHOWN AT LEFT) IF USED AS A PRIMARY MARK ON AN ITEM. THE PAW MAY BE USED WITHOUT THE INDICATOR (AS SEEN ABOVE) IF A PRIMARY MARK OR THE WORDS "NEW MEXICO" OR "LOBOS" ARE USED PROMINENTLY ELSEWHERE ON THE ITEM.

### CORPORATE PARTNER MARKS

3



4



### "THE PIT" MARKS

18



19



### YOUTH MARKS

20



21



### CLUB MARK

22



### HELMET MARK

24



25



### WE ARE NEW MEXICO MARKS



### SOMOS NUEVO MEXICO MARKS



### UNM LOBO FONT

**0123456789**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

### SECONDARY FONTS

**Gotham**  
**A B C D E F G H I J K L M N O P**  
**Q R S T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 0**

**Vitesse - Black**  
**A B C D E F G H I J K L M N O P**  
**Q R S T U V W X Y Z**  
**1 2 3 4 5 6 7 8 9 0**

### VERBIAGE


The University of New Mexico®  
 UNM™  
 Lobos®  
 New Mexico™  
 The Pit®  
 We Are New Mexico®

Cherry and Silver™  
 Be a Lobo™  
 Everyone's a Lobo™  
 Mile High and Louder Than...™  
 Lobo for Life™


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### PRIMARY COLORS


#### CHERRY

  
 PMS 200 C  
 C: 20, M: 100, Y: 75, K: 0  
 R: 186, G: 12, B: 47  
 HEX: ba0c2f

#### SILVER


  
 PMS Cool Gray 6 C  
 C: 40, M: 28, Y: 25, K: 0  
 R: 167, G: 168, B: 170  
 HEX: a7a8aa

#### LOBO GRAY

  
 PMS Cool Gray 10 C  
 C: 75, M: 65, Y: 55, K: 0  
 R: 99, G: 102, B: 106  
 HEX: 63666a

### SECONDARY COLOR

#### TURQUOISE

  
 PMS 7713 C  
 C: 95, M: 42, Y: 47, K: 0  
 R: 0, G: 122, B: 134  
 HEX: 007a86

Turquoise should be used as an accent color.  
 It may only be used as a primary color sparingly, and only with express permission from the UNM Athletic Department.