The University of New Mexico

ATHLETIC MARKS ART SHEET

**PRIMARY ATHLETIC MARKS**

1. [Image of Lobos logo]
2. [Image of Lobos logo]

**SECONDARY ATHLETIC MARKS**

34. [Image of NM logo with red background]
35. [Image of NM logo with dark background]
36. [Image of NM logo in black]
37. [Image of NM logo in red]

9. [Image of Wolf logo]
10. [Image of Wolf logo]
9. [Image of Lobos logo]
10. [Image of Lobos logo]

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

13_Lobos. [Image of Lobos paw]
14_Lobos. [Image of Lobos paw]
15_Lobos. [Image of Lobos paw]
13_NM. [Image of NM paw]
14_NM. [Image of NM paw]
15_NM. [Image of NM paw]

**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.**

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### SOMOS NUEVO MEXICO MARKS

![SOMOS NUEVO MEXICO MARKS](image)

### UNM LOBO FONT

**0123456789**

```mermaid
textrm{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}
```

### SECONDARY FONTS

<table>
<thead>
<tr>
<th>Font</th>
<th>Characters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gotham</td>
<td>ABCDFGHJKLMNOPQRSTUWVXYZ1234567890</td>
</tr>
<tr>
<td>Vitesse - Black</td>
<td>ABCDFGHJKLMNOPQRSTUWVXYZ1234567890</td>
</tr>
</tbody>
</table>

### VERBIAGE

<table>
<thead>
<tr>
<th>Branding</th>
<th>Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>The University of New Mexico®</td>
<td>Cherry and Silver™&lt;br&gt;Be a Lobo™&lt;br&gt;Everyone's a Lobo™&lt;br&gt;Mile High and Louder Than...™&lt;br&gt;Lobo for Life™</td>
</tr>
<tr>
<td>UNM™</td>
<td></td>
</tr>
<tr>
<td>Lobos®</td>
<td></td>
</tr>
<tr>
<td>New Mexico™</td>
<td></td>
</tr>
<tr>
<td>The Pit®</td>
<td></td>
</tr>
<tr>
<td>We Are New Mexico ®</td>
<td></td>
</tr>
</tbody>
</table>

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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.*

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