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]
35. [Image of NM logo]
36. [Image of NM logo]
37. [Image of NM logo]
9. [Image of Wildcat logo]
10. [Image of Wolf logo]
38. [Image of Lobos wordmark]
39. [Image of Lobos wordmark]

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

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

UNM LOBO FONT

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: 007a8a

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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