COLOR INFORMATION

<table>
<thead>
<tr>
<th>COLOR</th>
<th>PANTONE *</th>
<th>HEX</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHERRY</td>
<td>PMS 200 C</td>
<td>ba0c2f</td>
<td>R:186</td>
<td>G:12 B:47</td>
</tr>
<tr>
<td>SILVER</td>
<td>PMS Cool Gray 6 C</td>
<td>a7a8aa</td>
<td>R:167 G:168 B:170</td>
<td>C:40 M:28 Y:25 K:0</td>
</tr>
<tr>
<td>TURQUOISE</td>
<td>PMS 7713 C</td>
<td>007a86</td>
<td>R:0 G:122 B:134</td>
<td>C:95 M:42 Y:47 K:0</td>
</tr>
<tr>
<td>BLACK</td>
<td>Process Black</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

NOTE: Use of black products (garment/item color) should be avoided on merchandise when possible.

Usage Guidelines:
- The gray University logo is only permitted on apparel.
- Black is not a UNM brand color. Black and red color combinations should be avoided. If black apparel or merchandise is produced, it must be used with the white logo to remain brand color neutral.
- No alterations of the UNM logos are allowed, including outlines of the UNM monogram.
- Logo usage guidelines can be found at brand.unm.edu.
- The UNM Monogram logo is also a secondary athletic mark.
The Lobo Paw must be used with the “LOBOS” OR “NEW MEXICO” indicator in Lobo font (as shown on the left) if used as a primary mark on an item. The paw may be used without an 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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<td>CHERRY</td>
<td>PMS 200 C</td>
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<td>R:186 G:12 B:47</td>
<td>C:20 M:100 Y:75 K:0</td>
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WE ARE NEW MEXICO MARKS

SOMOS NUEVO MÉXICO MARKS

VERBIAGE

- The University of New Mexico ®
- UNM™
- Lobos ®
- New Mexico™
- Nuevo México™
- The Pit ®
- The Land of Achievement ®
- We Are New Mexico ®
- Cherry and Silver™
- Be a Lobo™
- Everyone’s a Lobo™
- Mile High and Louder Than...™
- Lobo for Life™

ADDITIONAL INFORMATION

- Location: Albuquerque, New Mexico
- Founding Date: February 28, 1889
- Mascot: Lobos
- Mascot Nickname: Lobo Louie & Lobo Lucy (siblings)
- Conference: Mountain West