

UNIVERSITY MARKS



USAGE GUIDELINES

- * • The gray University logo is only permitted on apparel.
- + • Black is not a UNM brand color. The black monogram logo is restricted and should only be used when black is the only permitted print color.
- + • 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.

COLOR INFORMATION

COLOR	PANTONE®	HEX	RGB	CMYK
CHERRY	PMS 200 C	ba0c2f	R:186 G:12 B:47	C:20 M:100 Y:75 K:0
SILVER	PMS Cool Gray 6 C	a7a8aa	R:167 G:168 B:170	C:40 M:28 Y:25 K:0
LOBO GRAY	PMS Cool Gray 10 C	63666a	R:99 G:102 B:106	C:75 M:65 Y:55 K:0
TURQUOISE	PMS 7713 C	007a86	R:0 G:122 B:134	C:95 M:42 Y:47 K:0
BLACK	Process Black			

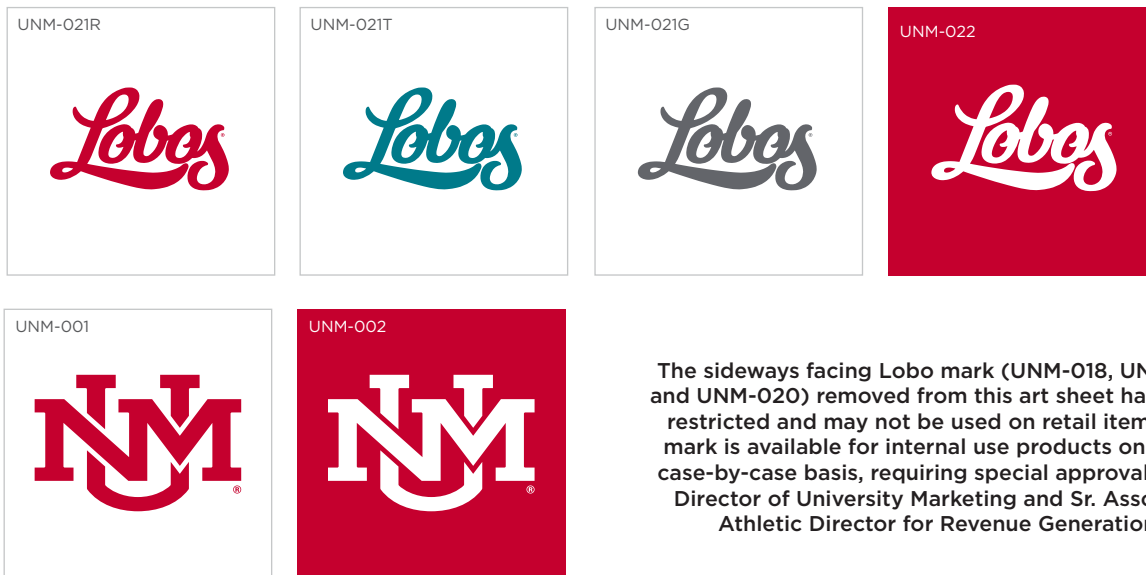
NOTE: Use of black products (garment/item color) should be avoided on merchandise when possible.

PRIMARY ATHLETIC MARKS



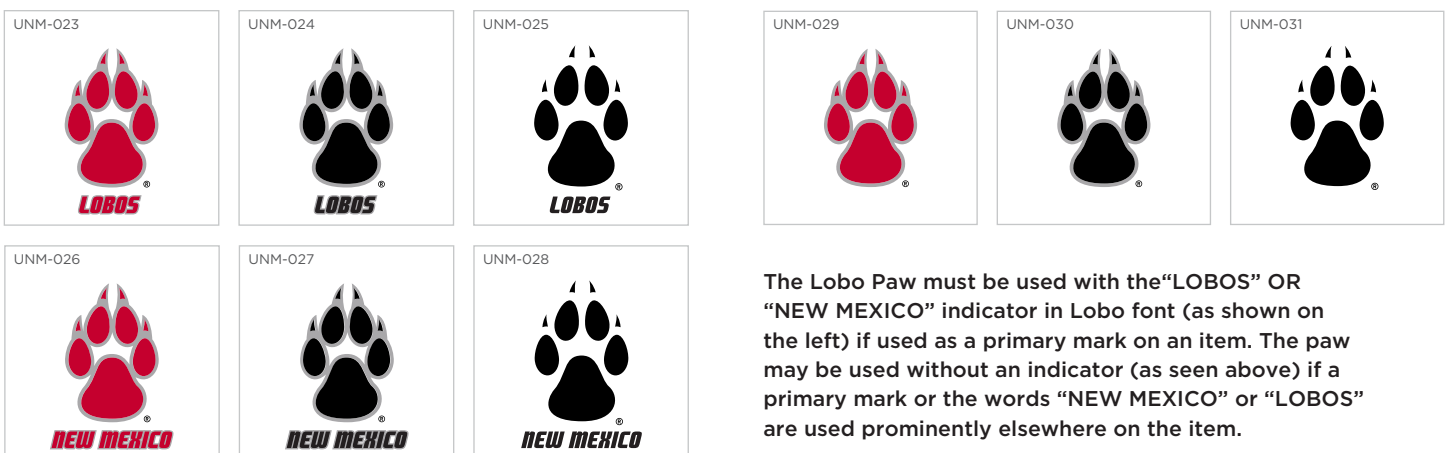
Primary Athletic mark is available in reverse white for dark backgrounds.

SECONDARY ATHLETIC MARKS



The sideways facing Lobo mark (UNM-018, UNM-019, and UNM-020) removed from this art sheet have been restricted and may not be used on retail items. The mark is available for internal use products only on a case-by-case basis, requiring special approval by the Director of University Marketing and Sr. Associate Athletic Director for Revenue Generation.

SPIRIT MARKS



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.

HELMET MARK

UNM-039



UNM-040



"THE PIT" MARKS

UNM-034



UNM-035



CLUB MARK

UNM-036



YOUTH MARKS

UNM-037



UNM-038



FONTS

LOBOS ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 & #

ABCDEFGHIJKLMN OPQRSTUVWXYZ 0123456789 & #

Gotham ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 & #

Vitesse ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 & #

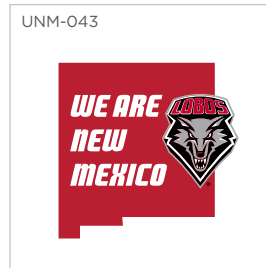
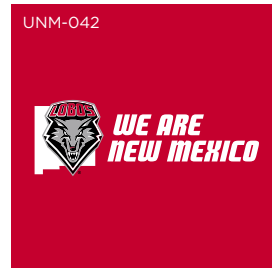
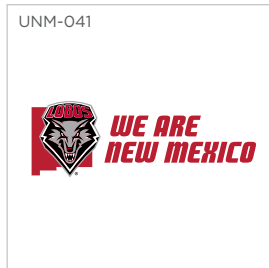
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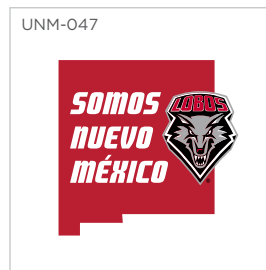
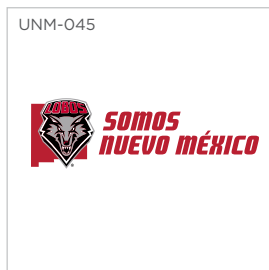
NOTE: Use of black products (garment/item color) should be avoided on merchandise when possible.

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WE ARE NEW MEXICO MARKS



SOMOS NUEVO MÉXICO MARKS



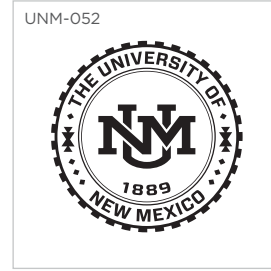
VERBIAGE

- 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

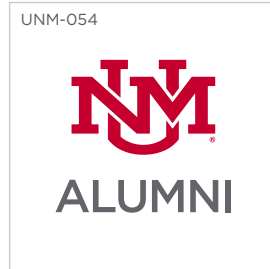
- Location: Albuquerque, New Mexico
- Founding Date: February 28, 1889
- Mascot: Lobos
- Mascot Nickname: Lobo Louie & Lobo Lucy (siblings)
- Conference: Mountain West

UNIVERSITY SEAL

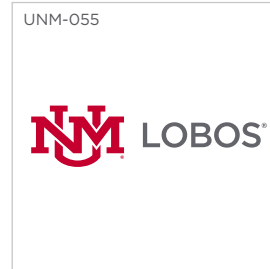


Restriction:
This mark is only permitted for use on graduation materials or with special permission.

UNM ALUMNI LOGOS



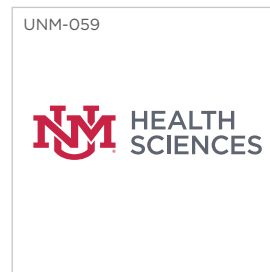
LOBOS LOGOS



HEALTH LOGOS



HEALTH SCIENCES LOGOS



UNM FOUNDATION LOGOS

