

## PRIMARY ATHLETIC MARKS



## UNIVERSITY MARK



Usage Guidelines: Available for use as an accent and/or on hats and helmets. Logo must be in white or red.

## UNM ATHLETIC ALPHABET

**0123456789**  
**ABCDEFGHIJKLMN OPQRSTUVWXYZ**

Usage Guidelines: For use on all UNM Athletic headers, jerseys, jersey numbers, Graphic headers, etc.

### GOTHAM

0 1 2 3 4 5 6 7 8 9

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Usage Guidelines: Gotham used only as body copy and/or for text underneath Lobos Font, for graphics it is to be used as a secondary font.

**NOTE:** Turquoise is an alternate uniform for Lobo Athletics and should be used as an accent color as long as designs are approved by Jacque May. Turquoise provides as a uniqueness in the collegiate landscape and was once an official school color in the 1970's. Vintage marks are available for use as one-time marks. New this year, black is now permitted under limited use for coaches and staff in non-competition situations, there are exceptions per Jacque May approval. Black can be used on a limited basis for team practice gear (1 or 2 pieces per year). Black is **not** permitted to be used for uniforms. School colors must be utilized on all gamedays and public appearances. Please check with Jacque May via email at [jmmay@unm.edu](mailto:jmmay@unm.edu) or by phone at 925-5660 for approval and art sheet questions.

## COLOR INFORMATION

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COLORS	PANTONE®	HTML	RGB	PROCESS
Cherry	PMS 200	BA0C2F	R:186 G:12 B:47	C:20% M:100% Y:75% K:0%
Silver	PMS Cool Gray 6	A7A8AA	R:167 G:168 B:170	C:40% M:28% Y:25% K:0%
Gray	PMS Cool Gray 10	63666A	R:99 G:102 B:106	C:75% M:65% Y:55% K:0%
Nike Anthracite	PMS 447	44454F	R:68 G:69 B:79	C:50% M:30% Y:40% K:90%
Turquoise*	PMS 321	007A86	R: 0 G:137 B:149	C:100% M:15% Y:40% K:0%
White	Process White	FFFFFF	R:255 G:255 B:255	C:0% M:0% Y:0% K:0%

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