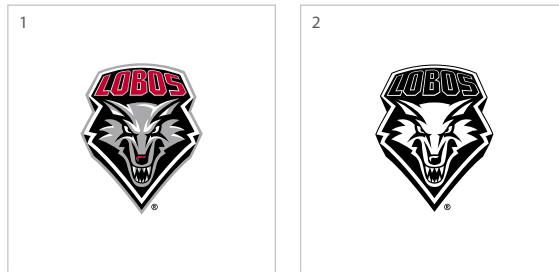


PRIMARY ATHLETIC MARKS



SECONDARY ATHLETIC MARKS



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

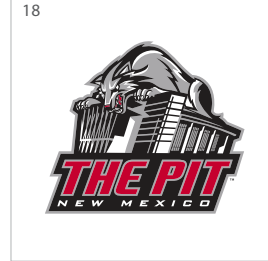


THE LOBO PAW MUST BE USED WITH THE "LOBOS" OR "NEW MEXICO" INDICATOR IN LOBO FONT (AS SHOWN AT LEFT) IF USED AS A PRIMARY MARK ON AN ITEM. THE PAW MAY BE USED WITHOUT THE INDICATOR (AS SEEN ABOVE) IF A PRIMARY MARK OR THE WORDS "NEW MEXICO" OR "LOBOS" ARE USED PROMINENTLY ELSEWHERE ON THE ITEM.

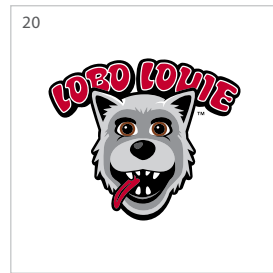
CORPORATE PARTNER MARKS



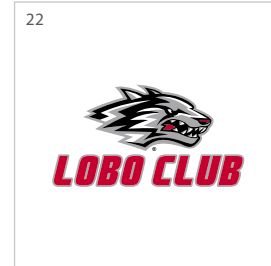
"THE PIT" MARKS



YOUTH MARKS



CLUB MARK



HELMET MARK



PATRIOTIC MARK



WE ARE NEW MEXICO MARKS





SOMOS NUEVO MEXICO MARKS



UNM LOBO FONT

**0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ**

SECONDARY FONTS

Gotham
ABCDEFGHIJKLMN OP
QRSTUVWXYZ
1234567890

Vitesse - Black
ABCDEFGHIJKLMN OP
QRSTUVWXYZ
1234567890

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: 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.