























UNIVERSITY OF NEW MEXICO LOBOS





PRIMARY MARK		SECONDARY MARK		
 1	 2	 3	 4	 5
 6	 7	 8	 9	 10
 11	 12	 13	 14	 15

VERBIAGE	GENERAL INFORMATION
The University of New Mexico® UNM™ New Mexico Lobos™ New Mexico™ Lobos® The Pit® Lobo Country™ Lobo Nation™	Cherry and Silver™ Be a Lobo™ Lobo Pride™ Everyone's a Lobo™ Mile High and Louder Than...™ Lobo for Life™ We Are New Mexico®
	LOCATION: ALBUQUERQUE, NM MASCOT: LOBOS MASCOT NICKNAME: LOBO LOUIE, LOBO LUCY
	ESTABLISHED DATE: 1889 CONFERENCE: MOUNTAIN WEST

"THE PIT" MARKS		YOUTH MARKS	
 16	 17	 18	 20

LOBO HEAD MARK	UNIVERSITY MARKS	SCHOOL SEAL	SYSTEM SCHOOLS
 19	 21	 22	 23
			University of New Mexico-Gallup University of New Mexico-Los Alamos University of New Mexico-Valencia University of New Mexico-Taos University of New Mexico-Rio Rancho

HELMET MARKS	UNM ALPHABET/LOBOS FONT
 24	 25
	0123456789 ABCDEFGHIJKLM NOPQRSTUVWXYZ

COLOR INFORMATION			
You must use the approved university colors or the *PANTONE® colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.			
SCHOOL COLORS	PANTONE COLORS	THREAD COLORS	
RED	PANTONE 200	MADEIRA 1147	RA 2263
SILVER	PANTONE 428	MADEIRA 1011	RA 2482
SILVER ALTERNATE	PANTONE PROCESS BLACK - 23%		
BLACK	PANTONE PROCESS BLACK	BLACK	BLACK
WHITE	WHITE	WHITE	WHITE
BLUE-GREEN	PANTONE 321		
GRAY	PANTONE 410		
LIGHT GRAY	PANTONE 410 - 30%		
RED	SILVER	BLACK	BLUE-GREEN
			GRAY

ADDITIONAL PERTINENT INFORMATION			
	Yes	No	Restrictions
• University seal permitted on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• Alterations to seal permitted:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
• Overlaying / intersecting graphics permitted with seal:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
• University licenses consumables:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• University licenses health & beauty products:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• University permits numbers on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• Mascot caricatures permitted:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• Cross licensing with other marks permitted:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.			_____
• NO REFERENCES to drugs or tobacco related products may be used in conjunction with University marks.			_____

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