

UNM FOUNDATION PRIMARY LOGO - HORIZONTAL

NOTE: THE HORIZONTAL VERSION OF THE UNM FOUNDATION LOGO IS THE PREFERRED VERSION FOR GENERAL USE.



The red box is for demonstration purposes only, and should not be considered part of the logo.



The black box is for demonstration purposes only, and should not be considered part of the logo.

UNM FOUNDATION PRIMARY LOGO - VERTICAL

NOTE: THE VERTICAL VERSION OF THE UNM FOUNDATION LOGO CAN BE USED IN PLACE OF THE HORIZONTAL VERSION WHEN APPLICATION SPACE NECESSITATES A SQUARE OR VERTICAL SHAPE.



THE UNIVERSITY OF
NEW MEXICO
FOUNDATION



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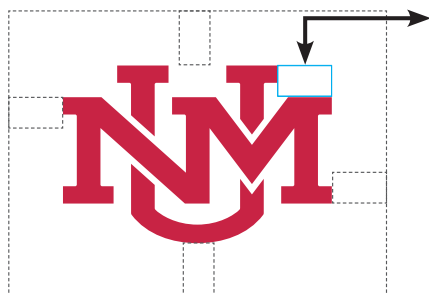


The black box is for demonstration purposes only, and should not be considered part of the logo.

For more information on proper logo usage or for assistance with application, please contact the UNM Foundation Marketing and Communications team.

UNM FOUNDATION LOGOS - SPATIAL GUIDELINES

When the logo is used in marketing materials together with photography, illustration, or other typography, a minimum amount of clear space must surround the logotype.



Width of the corner of graphic, measured between the serifs of the "U" and "M". Rotate 90° for proper clearance of the top and bottom.



UNM FOUNDATION LOGOS - USAGE

Using the official logo correctly will maintain consistency and respect for the UNM Foundation identity. Please follow the guidelines below. The same rules apply to the UNM Foundation logo as with the UNM samples below.



THE UNIVERSITY OF
NEW MEXICO

DO NOT recreate the mark



THE UNIVERSITY OF
NEW MEXICO.

DO NOT change the colors of the mark.



THE UNIVERSITY OF
NEW MEXICO.

DO NOT use special fills, such as gradient fills—the mark must always have a solid color fill.



THE UNIVERSITY OF
NEW MEXICO.

DO NOT add outlines, of any kind, to any element of the logo.



THE UNIVERSITY OF
NEW MEXICO.

DO NOT use enlarged, pixelated logos.



THE UNIVERSITY OF
NEW MEXICO.

DO NOT place other graphics on, behind or close to the logo.



THE UNIVERSITY OF
NEW MEXICO.

DO NOT print the logo in a color other than those specified.



THE UNIVERSITY OF
NEW MEXICO.

DO NOT distort the proportion of the elements of the logo.



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NEW MEXICO.

DO NOT alter the composition of the logo.



THE UNIVERSITY OF
NEW MEXICO

DO NOT remove or cover the registered trademark symbol.



DO NOT print the color version of the mark on colored paper.



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NEW MEXICO.

DO NOT add drop shadows or branded shadows to the logo.



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NEW MEXICO.

DO NOT invert the colors of the mark.



THE UNIVERSITY OF
NEW MEXICO.

DO NOT apply special graphic effects to the logo.



THE UNIVERSITY OF
NEW MEXICO.

DO NOT use the red monogram with white text. The red logo on black is also discouraged.