

University of Massachusetts Boston Athletic & University Marks

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UMB 1 - UMass Boston Beacons



UMB 3 - UMass Beacons



UMB 4 - BEACONS Wordmark



UMB 6 - UMass Boston Lighthouse



UMB 2 - UMB Athletics



UMB 5 - UMass Lowell U Wave



UMB 7 - UML Fighting Lighthouse

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UMB 8 - UMass Boston Formal Mark 1



UMB 9 - UMass Boston Formal Mark 2

* For additional Athletic Spirit Marks, please email
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dpcurley@umass.edu
Evelin Szymborn
eszymbor@umass.edu

You may also refer to UMass Boston's Files & Fonts for download at:
https://www.umb.edu/creative_services/brand_manual/files_fonts

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* **For more information on the UMass Boston Branding guide, please refer to the UMass Boston Creative Services Office at:**
https://www.umb.edu/creative_services/brand_manual

See University Branding Guidelines at:
https://www.umb.edu/editor_uploads/images/creative_services/UMassBostonbrandmanual1-10.pdf

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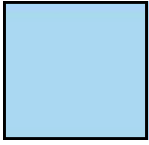







PLEASE SEE NEXT PAGE FOR COLOR GUIDE

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Official Fonts:

- ITC Franklin Gothic and Kepler—are specified in the brand manual for use in publications and other non-web projects.
- If you need fonts and/or further information, contact Sarah Weatherbee in the Dir. Of Marketing & Creative Services at Sarah.Weatherbee@umb.edu

University Color (Athletic Marks)	Pantone® Colors	Thread Colors: Madeira Polyester	Thread Colors: RA Super Brite Polyester	Thread Colors: RA Super Strength Rayon
Spirit Color 1 (BLUE) PMS: 7462 RGB: R0 G90 B139 CMYK: C100 M45 Y6 K27 HEX: #005A8B	PMS 7462 	#40-1975 	#122-5741 Baltic Blue  (Closer match in thread)	#122- 2612 Pro Imperial 
Spirit Color 2 (Light Blue) PMS: 291 RGB: R160 G207 B235 CMYK: C36 M3 Y0 K0 HEX: #A0CFEB	PMS 291 	#40- 1674 	#122-5539 Sky Blue 	#122-2382 Pastel Blue 
Spirit Accent Color PMS: Pantone Black RGB: R0 G40 B0 CMYK: C0 M0 Y0 K100 HEX: #000000	Pantone Black 	#40- 1800 	#122-5596 Black 	#122-2297 Black 

WHITE- RA Rayon: 2297 Snow White, RA Polyester: 5597 Snow White/9174 Ultra Brite, Madeira Polyester: 1801