

University of Massachusetts Lowell University Marks

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UML 1 - Vertical Block Logo



UML 2 - Vertical Block Logo in Black

For Additional UMass Lowell University Marks, please contact:

David Curley , Director
413-577-8125
dpcurley@umass.edu

Evelin Szymborn, Coordinator
413-577-8126
eszymbor@umas.edu

**University of Massachusetts
Trademark and Licensing Administration**
RM 920, Campus Center
1 Campus Center Way, Amherst MA 01003

* For more information on the UMass Lowell Branding guide, please refer to the UMass Lowell Relations Office at <https://www.uml.edu/University-Relations/Marketing-Branding/Branding-Guide.aspx>









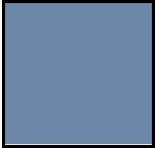



PLEASE SEE NEXT PAGE FOR COLOR GUIDE

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University Color (Athletic Marks)	Pantone® Colors	Thread Colors: Madeira Polyester	Thread Colors: RA Super Brite Polyester	Thread Colors: RA Super Strength Rayon
University Color 1 (BLUE) PMS: 293 RGB: R35 G91 B168 CMYK: C100 M57 Y0 K2 HEX: #0051BA	PMS 293 	#40- 1934 	<u>Close Match:</u> #122-5520 Blue  (Looks closer in thread)	#122- 2619 Pro Brilliance 
University Color 2 (RED) PMS: 186 RGB: R200 G16 B46 CMYK: C12 M100 Y91 K3 HEX: #C8102E	PMS 186 	#40- 1637 	#122-5563 Foxy Red 	#122-2263 Foxy Red 
Accent Color 3 (Only use with River Hawk Logo) PMS: 652 RGB: R109 G135 B168 CMYK: C53 M32 Y10 K0 HEX: #7D9BC1	PMS 652 	#40- 1961 	#122-5836 Rockport Blue 	#122-2536 Rockport Blue 

WHITE- Rayon: 2297 Snow White, Poly: 5597 Snow White/9174 Ultra Brite

BLACK- Rayon: 2297 Black, Poly: 5596 Black

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