



**THE UNIVERSITY OF NEW MEXICO
DEPARTMENT OF PLANNING, DESIGN & CONSTRUCTION**

INTERIOR PAINT GUIDELINES

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TABLE OF CONTENTS

PART I: ABOUT THE GUIDELINES

Section A	Guiding Principles	3
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PART II: SPECIFICATIONS

Section A	General Specifications	4
	i. Interior Paint Guidelines	
	ii. Accent Paint	
	iii. Instructions for Matching UNM Color Palette	
	iv. Gloss/Sheen Level	

PART I: ABOUT THE GUIDELINES

Section A Guiding Principles: Interior Paint

Standards and Guidelines provide direction and consistency in our facilities and campus systems. Facility design guidelines provide guidance for the project architects/engineers, project management teams, and contractor teams during the design and construction process for University of New Mexico projects. Design guidelines should be used in conjunction with the project-specific program.

The UNM color palette assists the University in creating a unified, branded expression but does not replace the architect's color and material palette. The University Architect and UNM Planning, Design & Construction (PDC) Interiors recommend a modern, neutral and bright approach to building color and materials. The UNM color palette developed by the University Communications & Marketing Department (UCAM) may be used as accents if desired, however the exact color would need to be reviewed at each individual site due to lighting variances in each building.

1. **Review Process:** All paint selections for projects on campus should be reviewed by UNM PDC Interiors in order to promote consistent aesthetics and appropriateness of application across facilities. Paint specified to match an existing paint already in place does not need to be reviewed.
2. **Durability:** UNM prioritizes the use of products of the highest quality possible as the project budget allows to ensure that the life of the product lasts as long as possible and to promote fiduciary responsibility.
3. **Sustainability:** All construction or renovation projects at UNM will be designed to emphasize the life cycle costs associated with the operations and maintenance of the facility over initial capital costs and to meet or exceed the U. S. Green Building Council's LEED Silver standard per the Governor's Executive Order 2006-001. VOC content in paint shall meet or exceed LEED Standard 4.2 EQ for Indoor Air Quality.


PART II: SPECIFICATIONS

Section A General Specifications

i. Interior Paint Guidelines

a. General/Field Paint Color:

i. The University has two general (field) paint colors:

1. Dunn Edwards White DEW380 

a. Preferred general wall paint option for new construction, or areas of remodel where an entire area is being repainted

2. Dunn Edwards Swiss Coffee DEW341 

a. Preferred general wall paint option for new construction, or areas of remodel where an entire area is being repainted

ii. Retired general (field) paint color:

1. Dunn Edwards Rainer White DEC769 

a. This color is being phased out and should only be used where the existing or surrounding areas are already painted in this color

iii. Accent Paint

a. Typical areas of application:

- i. Private Offices
- ii. Common & Public Areas

b. Guidelines:

- i. Buildings, Suites or Areas should not exceed two to three accent paints per area.
- ii. When accent colors are used in private offices within a building or suite, limit the accent paint to one wall per office, and a maximum of two colors per suite.
- iii. Accent paints shall be modern, and take into consideration the style of the building, building materials, and lighting conditions. Accent colors shall be approved by PDC Interior Environments.
- iv. The below Secondary Branding Colors may also be used as accent colors, though other colors not listed may also be submitted for approval. Project Architect shall obtain a Pantone chip and request contractor apply paint sample in accent paint location for approval by University Architect and PDC Interior Environments. Departments should request accent paint approval from PDC.

UNM Color Palette

Primary Brand Colors:

Our cherry red takes its inspiration from the crimson glow of the majestic Sandia Mountains at sunset. Our silver, from the Rio Grande that looks like a shimmering strip of silver winding through the Albuquerque basin. Both colors have been an essential part of our brand for more than 100 years. Whenever possible, these official colors should be utilized in brand communications.



Cherry

HEX: #ba0c2f
CMYK: 20, 100, 75, 0
RGB: 186, 12, 47
PMS: 200 C



Turquoise

HEX: #007a86
CMYK: 95, 42, 47, 0
RGB: 0, 122, 134
PMS: 7713 C



Silver

HEX: #a7a8aa
CMYK: 40, 28, 25, 0
RGB: 167, 168, 170
PMS: Cool Gray 6 C

PMS Silver Metallic: 877C



Lobo Gray

HEX: #63666a
CMYK: 75, 65, 55, 0
RGB: 99, 102, 106
PMS: Cool Gray 10 C

Secondary Colors:

There is a wide variety of secondary colors that may be used to help tell our story. All of these colors were carefully chosen because they effectively complement our primary brand colors and reflect the natural tones of our local New Mexico environment.

Please pay close attention to how and when you use them. And always consider whether it would be more appropriate to use our primary brand colors instead.



High Noon

HEX: #ffc600
CMYK: 0, 17, 100, 0
RGB: 255, 198, 0
PMS: 7548 C



Sandia Sunset

HEX: #ed8b00
CMYK: 0, 50, 100, 0
RGB: 237, 139, 0
PMS: 144 C



Terra

HEX: #c05131
CMYK: 15, 85, 100, 0
RGB: 192, 81, 49
PMS: 7580 C



Mesa

HEX: #d6a461
CMYK: 12, 38, 72, 0
RGB: 214, 164, 97
PMS: 7509 C



Green Chile

HEX: #a8aa19
CMYK: 37, 14, 100, 0
RGB: 168, 170, 25
PMS: 383 C



Deep Dusk

HEX: #8a387c
CMYK: 45, 95, 5, 0
RGB: 138, 56, 124
PMS: 7656 C

An Adobe Color Swatch file (.ase) is available for **UNM CMYK** and **UNM RGB** colors.

iv. Instructions for Matching UNM Color Palette

- a. Several websites can convert RGB, CMYK, HEK, and other print-style color formats into paint color values (or in some cases, pre-determined paint colors for certain manufacturers). One of these utilities is the EasyRGB Color Calculator (<https://www.easyrgb.com/en/match.php>). Choose the format, enter the format specific values, plus the expected light source for the area where the paint will be applied, and a color swatch with links to color harmonies and commercial tints from a variety of paint manufacturers will be provided. The below example is for UNM color “Mesa”.

- i. Go to link above
- ii. Select data type: sRGB 0-255
- iii. Insert Color Data
 - 1. R: 214, G:164, B:97
- iv. Select “Convert”
- v. Select “Match” to “All Collections”
- vi. A list of commercial paints that match is provided

v. **Gloss/Sheen Level**

a. **Public Areas, Classrooms, & Private Offices:**

- i. Eggshell

b. **Restrooms:**

- i. Semi-Gloss

c. **Metal Door Frames & Trim:**

- i. Semi-Gloss

d. **Specialty Areas:**

- i. Specialty areas, such as laboratories, shall be reviewed by the Architect and PDC on a case by case basis.