


<div><h1>Baylor University</h1><p>Current Revision Date: 10/05/22</p></div>			Verbiage	
<b>Established:</b> 1845		<b>Location:</b> Waco, TX	<b>Mascot:</b> Bears	
<b>Mascot Name:</b> Bruiser		<b>Conference:</b> Big 12	Baylor® Baylor University® Baylor Bears™ Baylor Family™ Baylor Line™  Bears™ Sic 'em Bears™ Sic 'em™	
Baylor Green		University Gold	Dark Steel Grey	White
<b>PANTONE 3435 C</b> C: 93 M: 24 Y: 85 K: 68   R: 21 G: 71 B: 52 HTML: 154734    MADEIRA: 1103    RA: 2631		<b>PANTONE 1235 C</b> C: 0 M: 31 Y: 98 K: 0   R: 255 G: 188 B: 24 HTML: FFB81C    MADEIRA: 1137    RA: 2464	<b>PANTONE 424 C</b> C: 30 M: 20 Y: 19 K: 59   R: 112 G: 115 B: 114 HTML: 707372    MADEIRA: 1041    RA: 2565	<b>White</b> C: 0 M: 0 Y: 0 K: 0   R: 255 B: 255 G: 255 MADEIRA: White    RA: White
Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.				

PRIMARY IDENTITY				SECONDARY IDENTITY					
INTERLOCKING "BU" MARK ONE COLOR - PREFERRED					INTERLOCKING "BU" MARK Two Color				
PRIMARY WORDMARKS PREFERRED				PRIMARY WORDMARKS Two Color					
									
									
									



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## SECONDARY IDENTITY CONT.

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**Note:** Incorrect usage of the Baylor Bear Mark. Eyes and teeth should always be glowing

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**NOTE:** The Script Wordmarks are to be used on baseball and softball-related items only.

## INSTITUTIONAL IDENTITY

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**Note:** Please contact the University Licensing Office for Logo lock-ups for specific University organization units (Example: Hankamer School of Business)

## INSTITUTIONAL SEAL

58

**Note:** The Baylor University Seal is restricted for use by and for the Board of Regents and the Office of the President, with limited exceptions. As the official indicia of the University, the University seal may not be altered in any way. While use of the seal is restricted, exceptions may be approved for jewelry, high-end commemorative gift items, and official academic or University related materials such as certivicates, diplomas and select graduation-related items, including announcements and diploma frames. Exceptions must be approved through the Office of Trademark Licensing.

### ADDITIONAL PERTINENT INFORMATION

- Never alter any mark in any way.
  - Numbers are permitted on products for resale.
  - Mascot caricatures are permitted.
  - Cross licensing with other marks is permitted.
  - Overlaying / intersecting graphics are not permitted with any marks.
  - Official two-color marks must use the official school colors.
  - One-color marks in fashion colors are acceptable but dark and light colors must remain true
- with respect to the original mark.

  - 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 alcohol, drugs, or tobacco related products may be used in conjunction with University marks.
  - Any other use is approved only with special approval from the University Licensing Office