



Baylor University

Current Revision Date: 10/05/22

Established: 1845

Location: Waco, TX

Mascot: Bears

Mascot Name: Bruiser

Conference: Big 12

Verbiage

Baylor®
Baylor University®
Baylor Bears™
Baylor Family™
Baylor Line™

Bears™
Sic 'em Bears™
Sic 'em™

Baylor Green

University Gold

Dark Steel Grey

White

PANTONE 3435 C

C: 93 M: 24 Y: 85 K: 68 | R: 21 G: 71 B: 52
HTML: 154734 MADEIRA: 1103 RA: 2631

PANTONE 1235 C

C: 0 M: 31 Y: 98 K: 0 | R: 255 G: 188 B: 24
HTML: FFB81C MADEIRA: 1137 RA: 2464

PANTONE 424 C

C: 30 M: 20 Y: 19 K: 59 | R: 112 G: 115 B: 114
HTML: 707372 MADEIRA: 1041 RA: 2565

White

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.



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

INSTITUTIONAL IDENTITY



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

INSTITUTIONAL SEAL



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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 certificates, 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