

# Baylor Institutional Mark Guidelines Quick Reference

See complete guidelines at: [www.baylor.edu/graphicstandards](http://www.baylor.edu/graphicstandards)

The University Institutional Mark is for use in all areas of the University when communicating to internal and external audiences. The Institutional Mark must be reproduced from official artwork. If you have questions please contact [marketingdesign@baylor.edu](mailto:marketingdesign@baylor.edu).

## FULL COLOR BAYLOR INSTITUTIONAL MARK

Only use Baylor's official colors when implementing the mark in full color:



## ONE COLOR BAYLOR INSTITUTIONAL MARK

Use the one color version of the mark when not displaying the mark in full color.



## SIZE

Use the Institutional Mark at a size that is legible, significant, and appropriate for the scale of the piece being produced.

Legibility suffers if the Institutional Mark is reproduced too small.

When the horizontal Institutional Mark is used, the total width should be no smaller than 1.5 inches. When the stacked Institutional Mark is used, the wordmark should be no smaller than 1.125 inches wide.



Please contact University Marketing Design for assistance when the Institutional Mark may need to be reduced for specialty products. [marketingdesign@baylor.edu](mailto:marketingdesign@baylor.edu)

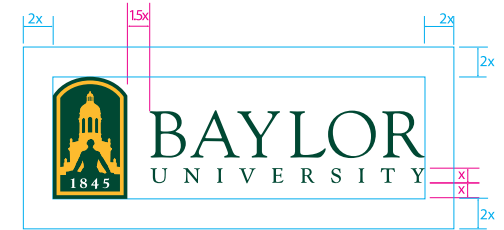
## DO NOT REVERSE THE SYMBOL

The image of Pat Neff Hall (the building) and the inner-arch should always be lighter in value than the image of Judge Baylor (the statue), the sky and the outer-arch. When placed on a dark background the outside-arch acts as a bounding box and will blend in with the background color. (See example.)



## CLEAR SPACE

The Institutional Mark must stand alone with sufficient clear space around it to allow it to be visible and to clearly show that it is an individual mark.



## RESTRICTIONS

The Baylor Institutional Mark may not be altered or changed in any way. These marks may not be incorporated into or combined with any other mark, symbol or graphic to create a new mark.

The Baylor Institutional Mark may not be used as a graphic screened in the background, cropped, blurred or distorted in any way.

The symbol may not be used alone.