These logos are registered with the Patent and Trademark Office of the United States and may only be used according to the guidelines contained within or by expressed permission of Baylor University's Office of Trademark Licensing.
# Table of Contents

Baylor University Official Marks and Colors...................................................................................................3  

Baylor University Official Marks and Colors  - Usage Guidelines........................................................................4  

Interlocking BU Artwork - Usage Guidelines...................................................................................................6  

Baylor Institution Mark Artwork - Usage Guidelines..........................................................................................7  

Restricted Artwork - Usage Guidelines............................................................................................................9  

Interlocking BU - White Background Embroidery  - Guidelines........................................................................10  

Interlocking BU - Dark Background Embroidery  - Guidelines........................................................................13  

Baylor Institution Mark Embroidery - Guidelines............................................................................................16
Baylor University Official Marks and Colors

Baylor University Brand Licensing Program consists of the following symbols:

<table>
<thead>
<tr>
<th>Baylor Institution Mark</th>
<th>Baylor University Wordmark</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Baylor Institution Mark" /></td>
<td><img src="image2" alt="Baylor University Wordmark" /></td>
</tr>
</tbody>
</table>

**Baylor Spirit Marks**

Baylor University athletic identity elements—or “spirit” marks—are for use by the University’s Athletic Department and University sanctioned sports, spirit and student organizations. Baylor University’s athletic spirit marks include the interlocking BU, the Baylor spirit wordmarks, the bear head and the bear paw.

![Baylor Spirit Marks](image3)

**Bear**

![Bear](image4)

**Bear Head**

![Bear Head](image5)

**Interlocking BU**

![Interlocking BU](image6)

**Bear Claw**

![Bear Claw](image7)

The interlocking BU must be accompanied by, but not limited to adjacent spacing - the words Baylor or Baylor University.

The Bear Claw must be accompanied by, but not limited to adjacent spacing - the words Baylor or Baylor University.

These logos are registered with the Patent and Trademark Office of the United States and may only be used according to the guidelines contained within or by expressed permission of Baylor University’s Office of Trademark Licensing.
BAYLOR UNIVERSITY Brand Licensing Guidelines

Baylor University Official Marks and Colors - Usage Guidelines

Baylor Green

![Baylor Green](image)

**Pantone 560c**

*C: 80  M: 0  Y: 63  K: 75
*R: 0  G: 48  B: 21

**Thread Colors**

- Madiera (Classic 40 Rayon) = 1303
- Madiera (Poly Neon No. 40) = 1705

Robison-Anton = 2553

Baylor Gold

![Baylor Gold](image)

**PMS 1235c**

*C: 0  M: 21  Y: 100  K: 0
*R: 255  G: 188  B: 25

**Thread Colors**

- Madiera (Classic 40 Rayon) = 1137
- Madiera (Poly Neon No. 40) = 1951

Robison-Anton = 2394

White

![White](image)

**White**

*C: 0  M: 0  Y: 0  K: 0
*R: 255  G: 255  B: 255

**Thread Colors**

- Madiera (Classic 40 Rayon) = White
- Madiera (Poly Neon No. 40) = 1800

Robison-Anton = White

Brown

![Brown](image)

**PMS 7505c**

*C: 0  M: 30  Y: 70  K: 55
*R: 137  G: 102  B: 51

**Thread Colors**

- Madiera (Classic 40 Rayon) = 1348
- Madiera (Poly Neon No. 40) = 1730

Robison-Anton = 2569

Black

![Black](image)

**Process Black**

*C: 50  M: 38  Y: 0  K: 100
*R: 0  G: 0  B: 0

**Thread Colors**

- Madiera (Classic 40 Rayon) = Black
- Madiera (Poly Neon No. 40) = 1801

Robison-Anton = Black

*The CMYK and RGB are custom mixes, they may not match the Adobe Illustrator or Photoshop translations.*

**Approved Alternate Colors/Effects**

**Colors:**

Tone on Tone & One Color designs are acceptable, the preferred colors are Baylor Green and Baylor Gold. (Unapproved color palettes - any other Big 12 Institution’s Official Colors)

**Effects:**

Transparent/Distressed - the artwork still needs to legible.

*Any design using alternate colors or effect must be approved by Baylor University.*
Unapproved Colors

Baylor University will not allow the use of other Big 12 Institution's Official Colors with the Baylor Trademarks.

<table>
<thead>
<tr>
<th>PMS 4525</th>
<th>PMS 293</th>
<th>PMS 266</th>
<th>PMS 131</th>
<th>PMS 186</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Colorado</td>
<td>University of Kansas</td>
<td>Kansas State University</td>
<td>University of Missouri</td>
<td>University of Nebraska &amp; Iowa State University</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PMS 201</th>
<th>PMS 166</th>
<th>PMS 159</th>
<th>PMS 202</th>
<th>PMS 485</th>
</tr>
</thead>
<tbody>
<tr>
<td>University of Oklahoma</td>
<td>Oklahoma State University</td>
<td>University of Texas</td>
<td>Texas A&amp;M University</td>
<td>Texas Tech University</td>
</tr>
</tbody>
</table>

Unapproved Usage

Baylor University marks may not be altered or changed in any way, unless approved by Baylor University.

Unapproved usage of marks

- Gradient
- Camouflage
- No Outline
- Stretched

The Baylor University marks may not be incorporated into or combined with any other mark, symbol, text or graphic to create a new mark, unless approved by the Baylor University.

Unapproved usage of marks

- Boxed
- Circled
- Symbol
- Graphic
- Graphic
- Text
Interlocking BU Artwork - Usage Guidelines

Guidelines For Trademark Size Ratio, Free Space and Placement

The interlocking BU must be accompanied by - but not limited to adjacent spacing - the words Baylor or Baylor University. It also may be accompanied by any spirit mark containing the word Baylor. Below are the Size Ratio, Free Space and Placement if you choose to use BU and a spirit mark in adjacent space.

**BU/Baylor Size Ratio:** Adjust the size of the BAYLOR wordmark so that its letter outline is the same width/height as the letter outline around the BU.

**Free Space:** The free space must be equal to or greater than the height of the base of the “U” in the BU mark. This area surrounding the symbol should be free of text, graphics, borders or other images.

**Placement:**

- **Vertical Marks:** Center the Baylor below or above the BU.
- **Horizontal Marks:** If the Baylor is on the left side, the bottom of the letters should line up with the bottom of the B.
- If the BAYLOR is on the right side, the top of the letters should line up with the top outline of the U.
Baylor Institution Mark Artwork - Usage Guidelines

Baylor Institution Mark

Minimum Sizes: The Baylor wordmark should not be less than 1.25”, expect in special circumstances.

Special Circumstances: Any design using the Special Circumstances needs to be approved by the University. If the symbol cannot be precisely reproduced because of the size and/or process, the symbol without ‘1845’ should be used. Note: The word Baylor is required.

Special Uses: Any design using the Special Uses needs to be approved by the University. The proportion of symbol to wordmark may be altered.
Guidelines For Trademark Minimum Size, Free Space and Placement

**Free Space:** The free space between the Baylor symbol and the Baylor wordmark must be equal to 1.5x the height of the word “University”. The free space surrounding the entire mark must be equal to or greater than 2x the height of the word “University”.

**Placement:** Center the Baylor wordmark to the right of the Baylor symbol.

**Placement:** Center the Baylor wordmark below the Baylor symbol.

These logos are registered with the Patent and Trademark Office of the United States and may only be used according to the guidelines contained within or by expressed permission of Baylor University’s Office of Trademark Licensing.
Restricted Usage Guidelines

The Baylor University Seal

This is the University’s official identifying mark. Only the Baylor University’s Board of Regents and the Office of the President may authorize its use.

Documents displaying the University seal convey that they are officially sanctioned by the Board of Regents or Office of the President. As the official indicia of the University, the University seal may not be altered in any way. It is not to be used without approval through the Office of Trademark Licensing.

Exceptions to use of the seal include 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. All exceptions must be approved through the Office of Trademark Licensing.
## Embroidery Specifications

### Spirit Mark - White Background

Design Dimensions: H 54.6mm x W 47.7mm

### Official Colors:

<table>
<thead>
<tr>
<th>Pantone Colors:</th>
<th>Rayon Threads</th>
<th>Polyester Threads:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 560</td>
<td>Madeira</td>
<td>Madeira</td>
</tr>
<tr>
<td>Pantone 1235</td>
<td>1303</td>
<td>1705</td>
</tr>
<tr>
<td></td>
<td>1278</td>
<td>1624</td>
</tr>
</tbody>
</table>

### Stitch Analysis:

<table>
<thead>
<tr>
<th>Color</th>
<th>Stitches</th>
<th>Placement</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1678</td>
<td>Tackdown / Inside 'B' and 'U' Fill</td>
</tr>
<tr>
<td>2</td>
<td>1803</td>
<td>'BU' Outline / ®</td>
</tr>
</tbody>
</table>

### Set Up:

- **Backing:** 2.5oz - cut away
- **Needle Type:** Groz-Beckert
- **Needle Size:** 75#11
- **Thread Wt.:** No. 40
- **Thread Maker:** Madeira
- **Thread Type:** Rayon
- **Machine Speed:** 530 - 580 RPM
- **Start/Finish:** Center
- **Bobbin:** Style 'L' 100% Spun Polyester White

**Digitizing Software Used:** Wilcom ES 2006

Wilcom created the first computer based digitizing system in 1980 and has since become the world's leading manufacturer of digitizing software. For more information, visit: www.wilcom.com.au

**Sample Machine:** Tajima Neo

Tajima is the world’s leading manufacturer of embroidery machines, exporting machines to over 100 countries around the world. For more information, visit: www.tajima.com
1. **Color #1: Pantone 1235**

   **A** Stitch Type: Run Stitch Tackdown
   Length: 2.5mm
   
   *The 'Tackdown' of run stitches is to ensure that the fabric is sufficiently secured. It starts from the center out and follows the outline and zig zags throughout, ending where the satin fill stitches will begin.*

   **B** 'Tatami' complex Fill with Underlay stitches
   Stitch Spacing: .34mm
   Stitch Length: 3.40mm
   Min Stitch Length: .34mm
   Stitch Angle: 155b degrees
   Off fraction: A - .25 B - .25
   
   Underlay Stitches:
   'Tatami' Complex Fill
   Spacing: 1.5mm
   Length: 3.20mm
   Stitch Angle: 65 degrees

2. **Color #2: Pantone 560**

   **C** Stitch Type: Satin
   Stitch Density: .40mm
   Pull Compensation: .23mm
   
   *Outer outline is digitized first then the inner outline of the 'B' and top serif around the 'U'.*

   **D** Stitch Type: Manual Stitch
   Height: 4.06mm
1. Outlines
   - Outline must be solid and have consistent width all the way around.
   
   The outer outline is digitized first, then the inner outline of the ‘B’ and top serif around the ‘U’.
   - This is done to minimize the chance of the ‘BU’ satin stitches from losing register with the outline due to either movement of the material or from placing the outline of the ‘B’ and top serif around the ‘U’.

2. Negative Space
   - The inside outline must be solid, with consistent width, allowing space for the background to show.

3. The ‘Satin’ stitches of the ‘BU’
   - The serifs of the ‘B’ and ‘U’ are angled slightly off the vertical so that the gold outline (PMS 1235C) will not cause any separation in the longer satin stitches.

4. Trademark
   - The ® must be legible and with appropriate color, per the logo sheet on Logo On Demand.
   
   The ® is attached to the satin outline because it eliminates the need to add two unnecessary machine trims that may slow production.
   - The ® is an octagon made up of ‘Manual Stitches’ of approximately 1.3mm to 1.6mm in length.
Embroddery Specifications

Spirit Mark - Dark Background

Design Dimensions: H 54.6mm x W 47.7mm

Official Colors:

<table>
<thead>
<tr>
<th>Pantone Colors:</th>
<th>Rayon Threads</th>
<th>Polyester Threads:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Madeira</td>
<td>Madeira</td>
<td></td>
</tr>
<tr>
<td>Pantone 560</td>
<td>1303</td>
<td>1705</td>
</tr>
<tr>
<td>Pantone 1235</td>
<td>1278</td>
<td>1624</td>
</tr>
<tr>
<td>Pantone Process Black</td>
<td>1000</td>
<td>1800</td>
</tr>
</tbody>
</table>

Stitch Analysis:

<table>
<thead>
<tr>
<th>Color</th>
<th>Stitches</th>
<th>Placement</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1046</td>
<td>Tackdown / Inside ‘B’ and ‘U’ Fill</td>
</tr>
<tr>
<td>2</td>
<td>858</td>
<td>‘BU’ Outer Outline</td>
</tr>
<tr>
<td>3</td>
<td>4976</td>
<td>‘BU’ Inner Outline / ®</td>
</tr>
<tr>
<td>4</td>
<td>1558</td>
<td>‘BU’ Fill</td>
</tr>
<tr>
<td>5</td>
<td>946</td>
<td>‘BU’ Outline</td>
</tr>
</tbody>
</table>

Stitches: 7,643
Number of Colors: 3
Color Changes: 4
Stops: 5
Trims: 7
Total Bobbin: 19.48m
Total Thread: 48.78m

Set Up:

Backing: 2.5oz - cut away
Needle Type: Groz-Beckert
Needle Size: 75#11
Thread Wt.: No. 40
Thread Maker: Madeira
Thread Type: Rayon
Machine Speed: 530 - 580 RPM
Start/Finish: Center
Bobbin: Style ‘L’ 100% Spun Polyester White

Digitizing Software Used: Wilcom ES 2006
Wilcom created the first computer based digitizing system in 1980 and has since become the world’s leading manufacturer of digitizing software. For more information, visit: www.wilcom.com.au

Sample Machine: Tajima Neo
Tajima is the world’s leading manufacturer of embroidery machines, exporting machines to over 100 countries around the world. For more information, visit: www.tajima.com

These logos are registered with the Patent and Trademark Office of the United States and may only be used according to the guidelines contained within or by expressed permission of Baylor University’s Office of Trademark Licensing.
These logos are registered with the Patent and Trademark Office of the United States and may only be used according to the guidelines contained within or by expressed permission of Baylor University’s Office of Trademark Licensing.
Key Design Requirements

1. Outlines
   A. Outline must be solid and have consistent width all the way around.

2. Negative Space
   B. The inside outline must be solid, with consistent width, allowing space for the background to show. Also the fill behind the 'U' must be solid with no gaps that might allow the background fabric to show through.

   The outer outline is digitized first, then the inner outline of the 'B' and top serif around the 'U'.
   - This is done to minimize the chance of the 'BU' satin stitches from losing register with the outline due to either movement of the material or from placing the outline of the 'B' and top serif around the 'U'.

3. The 'Satin' stitches of the 'BU'
   C. The serifs of the 'B' and 'U' are angled slightly off the vertical so that the Baylor Gold outline (PMS 1235C) will not cause any separation in the longer satin stitches of the Baylor Green (PMS 560).

4. Trademark
   C. The ® must be legible and with appropriate color, per the logo sheet on Logos On Demand.

   The ® is attached to the satin outline because it eliminates the need to add two unnecessary machine trims that may slow production.
   - The ® is an octagon made up of 'Manual Stitches' of approximately 1.3mm to 1.6mm in length.
BAYLOR UNIVERSITY  Brand Licensing Guidelines

Embroidery Specifications

Baylor Institution Mark
Design Dimensions: H 51.1mm x W 56.8mm

Official Colors:

<table>
<thead>
<tr>
<th>Pantone Colors:</th>
<th>Rayon Threads Madeira</th>
<th>Polyester Threads Madeira</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 560</td>
<td>1303</td>
<td>1705</td>
</tr>
<tr>
<td>Pantone 1235</td>
<td>1278</td>
<td>1624</td>
</tr>
</tbody>
</table>

Stitch Analysis:

<table>
<thead>
<tr>
<th>Color</th>
<th>Stitches</th>
<th>Placement</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>997</td>
<td>Tackdown / Behind Dome Fill</td>
</tr>
<tr>
<td>2</td>
<td>820</td>
<td>‘Dome’ Fill</td>
</tr>
<tr>
<td>3</td>
<td>1117</td>
<td>Pedestal/Judge Baylor/Windows in Dome</td>
</tr>
<tr>
<td>4</td>
<td>414</td>
<td>Inner Outline</td>
</tr>
<tr>
<td>5</td>
<td>442</td>
<td>Outer Outline</td>
</tr>
<tr>
<td>6</td>
<td>1973</td>
<td>‘BAYLOR UNIVERSITY’ / ®</td>
</tr>
</tbody>
</table>

Stitches: 5,745
Number of Colors: 2
Color Changes: 5
Stops: 6
Trims: 23
Total Bobbin: 6.06m
Total Thread: 22.42m

Set Up:

Backing: 2.5oz - cut away
Needle Type: Groz-Beckert
Needle Size: 75#11
Thread Wt.: No. 40
Thread Maker: Madeira
Thread Type: Rayon
Machine Speed: 530 - 580 RPM
Start/Finish: Center
Bobbin: Style ‘L’ 100% Spun Polyester White

Digitizing Software Used: Wilcom ES 2006
Wilcom created the first computer based digitizing system in 1980 and has since become the world’s leading manufacturer of digitizing software. For more information, visit: www.wilcom.com.au