

**PRIMARY IDENTITY**

**INTERLOCKING "BU" MARK - ONE COLOR - PREFERRED**

BAYL1-00001



BAYL1-00002



BAYL1-00003



BAYL1-00004



**PRIMARY WORDMARKS**

**BAYLOR - ONE COLOR - PREFERRED**

BAYL1-00005

**BAYLOR®**

BAYL1-00006

**BAYLOR®**

BAYL1-00007

**BAYLOR®**

BAYL1-00008

**BAYLOR®**

**COLOR INFORMATION**

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COLORS	PANTONE®	PROCESS	RGB	HTML	Threads	
					MADIERA (Classic 40 Rayon)	ROBISON-ANTON
Baylor Green	3435 C	C:93% M:24% Y:85% K:68%	R:21 G:71 B:52	154734	1103	2631
University Gold	1235 C	C:0% M:31% Y:98% K:0%	R:255 G:188 B:25	FFB81C	1137	2464
Dark Steel Grey	424 C	C:30% M:20% Y:19% K:58%	R:112 G:115 B:114	707372	1041	2565
Baylor Black	Process Black	C:50% M:38% Y:0% K:100%	R:0 G:0 B:0	Black	Black	Black
Baylor White	White	C:0% M:0% Y:0% K:0%	R:255 G:255 B:255	White	White	White

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**WORDMARKS (CONTINUED)**

**BEARS - ONE COLOR - PREFERRED**



**LADY BEARS - ONE COLOR - PREFERRED**

\*NOTE: THE LADY BEARS™ MARK IS TO BE USED ON WOMEN'S BASKETBALL-RELATED ITEMS ONLY.



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**WORDMARKS (CONTINUED)**

**SIC 'EM - ONE COLOR - PREFERRED**



**SECONDARY IDENTITY**

**INTERLOCKING "BU" MARK - TWO COLOR**



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**SECONDARY IDENTITY (CONTINUED)**

**BAYLOR - TWO COLOR**



**BEARS - TWO COLOR**



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**SECONDARY IDENTITY (CONTINUED)**

**LADY BEARS - TWO COLOR**



**SIC 'EM - TWO COLOR**



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## SECONDARY IDENTITY (CONTINUED)

### BAYLOR BEAR MARK - TWO COLOR / ONE COLOR

BAYL1-00041



BAYL1-00042



BAYL1-00043



BAYL1-00044



BAYL1-00045



BAYL1-00046



BAYL1-00047



BAYL1-00048



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## SECONDARY IDENTITY (CONTINUED)

### BAYLOR BEAR MARK - DARK TONALS / LIGHT TONALS



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## SECONDARY IDENTITY (CONTINUED)

\*NOTE: THE SCRIPT WORDMARKS ARE TO BE USED ON BASEBALL AND SOFTBALL RELATED ITEMS ONLY.

### BAYLOR SCRIPT WORDMARKS

BAYL1-00056

BAYL1-00057

BAYL1-00058

BAYL1-00059

BAYL1-00060

BAYL1-00061

BAYL1-00062

BAYL1-00063

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## INSTITUTIONAL IDENTITY

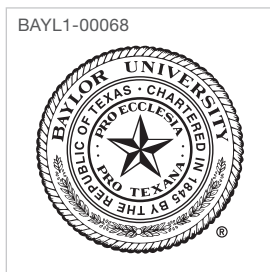
### BAYLOR UNIVERSITY LOCK-UP



**Note:**

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

## SEAL



**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.

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## ADDITIONAL INFORMATION

**Location:** Waco, TX  
**Established:** 1845  
**Conference:** Big 12  
**Mascot:** Bears  
**Mascot Nickname:** Bruiser

## VERBIAGE

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

**Bears™**  
**Lady Bears™**  
**Sic 'em Bears™**  
**Sic 'em™**

## USAGE GUIDELINES

- Never alter any mark in any way.
- Marks are allowed on consumables.
- Marks are NOT allowed on health and beauty products.
- 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 be 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.

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