Use of Baylor Trademarked Symbols

Baylor's visual identity distills the qualities that make the University unique, and it conveys this "brand" to the world. The promise of academic excellence, Christian commitment, and development and growth of a caring community - these and other attributes of the University come alive in a very real and meaningful way for thousands of people around the world when they see the University seal, the Baylor University wordmark, and other Baylor "marks."

Consistency in the way these icons are presented is important for a thriving institution that is growing in both quality and stature. A strong and consistent visual identity helps shape the way key constituents view Baylor, both now and in the future.