
BAYLOR
UNIVERSITY
ATHLETICS
**BRAND
IDENTITY**



VISION

The objective of this exercise is to make sure that the Baylor Athletics brand is UNITED and consistent across all applications - and thus captures new audiences in an authentic and meaningful way. This guide will serve as a reference resource for implementing the Baylor Athletics brand identity system. It will provide helpful guidelines that enable Baylor Athletics staff, partners and suppliers to express the Baylor Athletics brand effectively and appropriately across a wide range of applications and media.

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BRAND OVERVIEW

We've created the building blocks for communicating Baylor Athletics' brand identity in a unified, consistent way. Composed of core elements including logo, color and typography, as well as extended expressions including treatments and textures, this wide range of tools is designed to be flexible and expandable—so you can use your creativity to innovate across all media. To effectively define Baylor Athletics brand experience, these core elements must be aligned across every touch point.

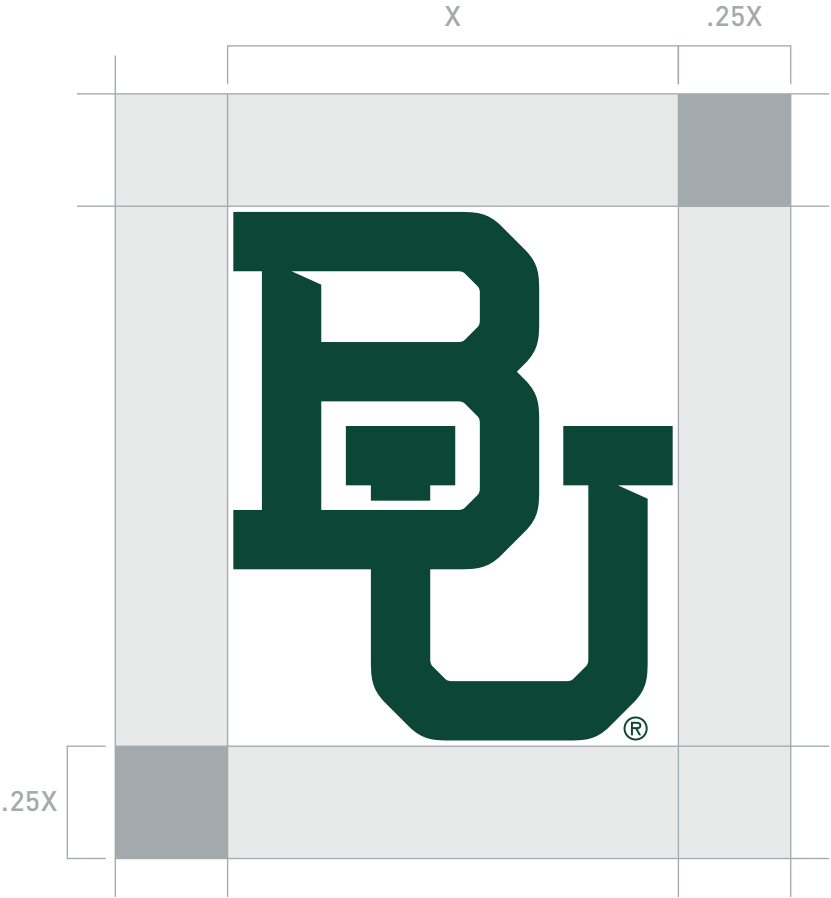
The following sections provide creative guidance on how to use the brand palette. With a shared design sensibility, each element can be used to elevate Baylor Athletics brand in a way that is distinctive and immediately recognizable. The brand identity reinforces our commitment to create and sustain athletic programs for men and women characterized by comprehensive excellence.

PRIMARY IDENTITY

The one-color variation of the interlocking BU is designated as the primary and preferred variation of this mark.



The protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the “X”:



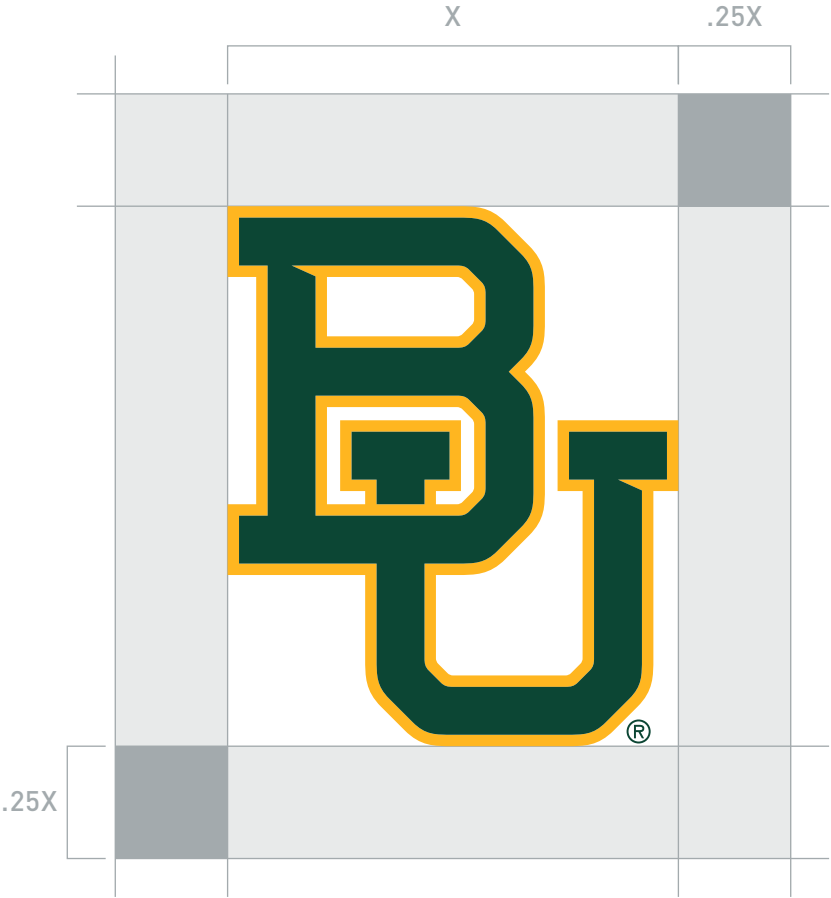
The logo can be used in the color variations shown below.



NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.



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COLOR PALETTE

When it comes to communicating The Baylor University Athletics brand, color is quintessential. The following color configurations show how Baylor's primary and secondary colors can be expanded analogously to build harmonious color palettes and complementary pairings. Color is one of the most important elements of the BU identity system.

As the story goes, in the spring of 1897, Baylor officials tasked a committee of students with selecting the right school colors.

A group of Baylor students — including two members of the committee charged with choosing Baylor's school colors — were traveling to Bryan by train to participate in a debate tournament. As is typical for spring in Texas, the trees were filling in with green and the fields were abloom. While looking out the window, student Sara Rose Kendall (BL 1902), was taken by a field filled with dandelions, and thought it made a "lovely combination." She reported her observation back to the committee, and they agreed; shortly thereafter, green and gold made their historic debut as school colors at a Baylor Glee Club concert on March 25, 1897.

By 1931, they were enough a part of the culture to be included in the lyrics to the school song. "We'll fling our green and gold afar to light the ways of time," we promise together in song as we sing "That Good Old Baylor Line" at athletic events, graduation ceremonies and other Baylor family gatherings.

PRIMARY PALETTE

1.BAYLOR GREEN

PANTONE: PMS 3435 C
CMYK: 93/24/85/68
RGB: 21/71/52
HTML: 154734
MADEIRA: 1103
ROBISON/ANTON: 2631

2.BAYLOR GOLD

PMS 1235 C
0/31/98/0
255/184/28
FFB81C
1137
2464



SECONDARY PALETTE

3.WHITE

No Ink -[Opaque White]
0/0/0/0
255/255/255
FFFFFF
1002
2297

4.DARK STEEL GREY

PMS 424 C
30/20/19/58
112/115/114
707372
1041
2565

PRIMARY TYPEFACE

BAYLOR BEARS FONT

Type tells a story. The right typeface, used consistently, builds character. The Baylor Bears font fuses modern foundational forms with universal functionality. To assist in creating a consistent look for a wide variety of athletics communications, a custom display typeface and numeral set has been designed as an enhancement to the overall identity.

Strong block typography is an essential component of the Baylor Athletics heritage. It speaks to the no-nonsense, hardworking nature of players, coaches and fans.

The rounded corners in the updated BU mark tie directly to the new Baylor Bears alpha and numeric forms; creating visual consistency throughout the brand.

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

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1 2 3 4 5 6 7 8 9 0

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WORDMARKS

BAYLOR[®]
BEARS[™]
SIC 'EM[™]

The protected area around the logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the “X”:



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NOTE: Use good judgment to ensure legibility. A mark that is too small doesn't serve any communicative function. The recommended minimum size for printing wordmarks on all materials is .25" in cap-height. The cap height is the distance from the top of the capital letter to its bottom. Larger minimum sizes may be necessary for other media such as video and film, or products that require specialized manufacturing. There may be situations where Baylor Athletics marks will need to appear smaller than the minimum shown (e.g., lapel pins, pens, pencils and CD spine labels). Contact Baylor University Licensing & Trademarks for guidance. There may be cases where it is difficult to allow the full-recommended clear space (e.g., a very small display ad), and your best judgment should prevail. It is very important that designers or desktop publishers do not attempt to construct the logo themselves. Do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and may alter the scale of the various elements.

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BEARS – ONE COLOR – PREFERRED

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BEARS – TWO COLOR

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SIC 'EM – TWO COLOR

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SECONDARY IDENTITY

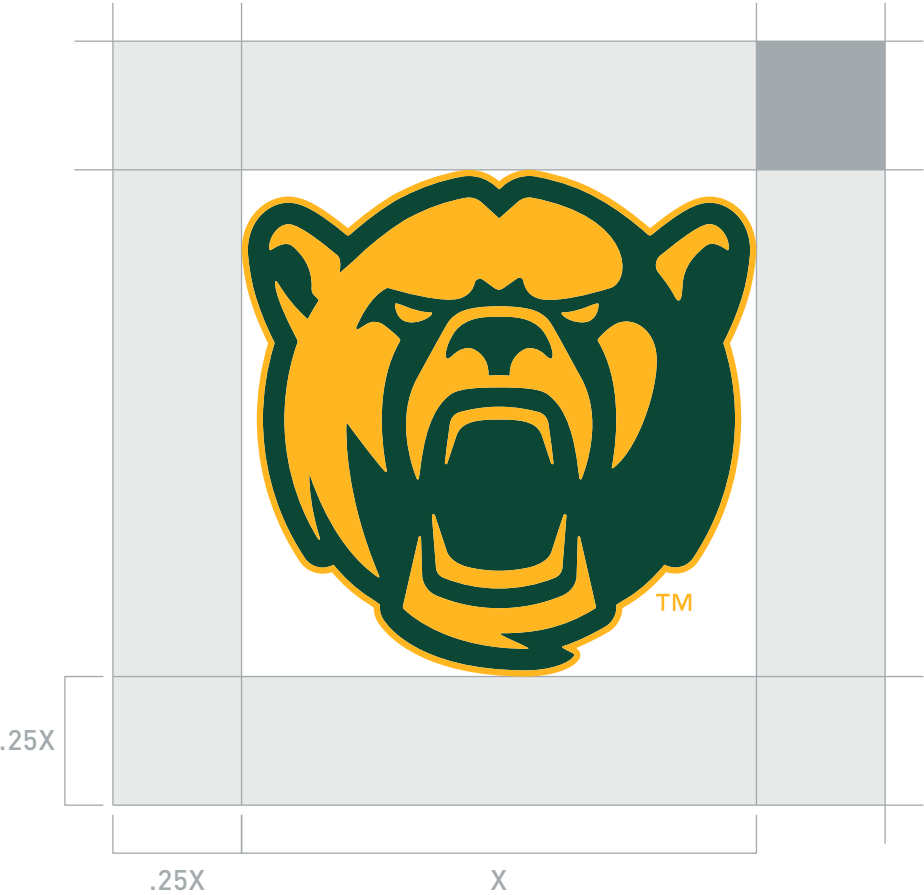
BAYLOR BEAR MARK

Opportunity for Baylor Bear Mark text/copy...





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SECONDARY TYPEFACE

The secondary sans-serif typeface DINPro was selected to complement the primary typography and directly tie back to the Baylor Brand Identity. DIN is part of a family that offers an exceptionally wide range of weights, providing great versatility and legibility.

The history of the realist sans serif known today as DIN goes back to 1905. The typeface was adopted by Germany in 1936 as a standard known as DIN 1451 (DIN is an acronym for Deutsches Institut für Normung—in English, the German Institute for Standardization). The typeface features lean, geometric lines.

In typography, a sans serif, gothic, san serif or simply sans typeface is one that does not have the small projecting features called “serifs” at the end of strokes. The term comes from the French word sans, meaning “without” and “serif” from the Dutch word schreef meaning “line”.

DINPro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz
wxyz

DINPro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz
wxyz

DINPro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz
wxyz

DINPro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz
wxyz

DINPro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ 0123456789
abcdefghijklmnopqrstuvwxyz
wxyz

SPORT LOCK-UPS

Sport-specific wordmarks supply freshness and uniqueness to products when needed as well as represent specific university athletics programs. They unify athletics and promote consistency across the brand by sharing a common visual language and hierarchy. Each sport benefits from identification as part of Baylor Athletics and assists in building the core brand while communicating the diversity of the athletics program.

BAYLOR[®]
ATHLETICS

The protected area around the sport lock-up ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is equivalent to the height of the “X”:



The sport lock-up can be used in the color variations shown below.



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INTERLOCKING “BU” MARK SPORT LOCK-UP

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Baylor[®]
Bears[™]

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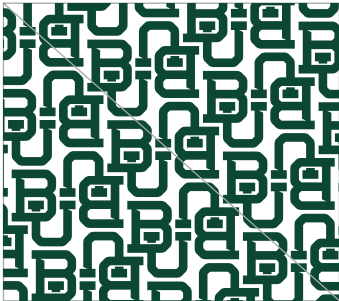
BRAND APPLICATION

When it comes to developing a brand, consistency is key. That doesn't mean everything has to look the same. Using the brand identity system in a consistent manner will build credibility for the brand, speed recognition, and it also will differentiate us from the competition. As you evolve the design elements of current design systems, remember one of the cornerstones of a memorable brand experience is our continued, consistent expression of that brand.

The Baylor Athletics Brand Identity System is designed to support a range of creative expression, from the calm to the dynamic. You can now infuse any expression with precisely the right tone to support the right marketing message for your audience. No matter what expression you choose, your communications will be supported by a foundation built on design integrity and quality.



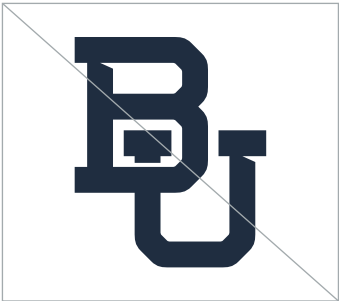
1 At no time should anything (other logos, type, etc.) be placed over the identity elements.



2 Identity elements should not be used as a repeat in closed patterns.



3 Identity elements should not be modified, stretched or distorted in any way.



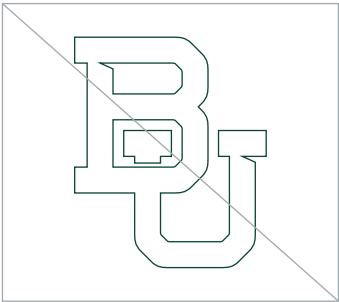
4 Identity elements should not be used in any other color combinations other than those specifically called out in this manual.



5 Identity elements should not appear against any distracting textures or repeated patterns.



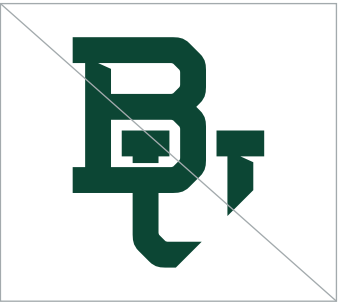
6 Identity elements should not be outlined in any other way other than those specifically called out in this identity manual.



7 Identity elements should not be used as an outline.



8 At no time should effects be added to the identity elements. (Glow, posterize, etc.)



9 Do not crop the identity elements in any way.



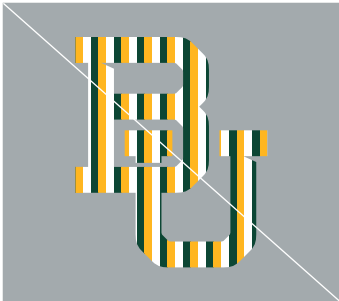
10 At no time should the proportions of the sport lock-ups be changed.



11 At no time should the positions of the identity elements in the sport lock-ups be modified.



12 Identity elements should not be tilted or rotated.



13 Do not fill primary mark with textures or patterns.



14 Identity elements should not be placed on photographic back-grounds.



15 At no time should additional graphics be added to the identity elements.

BACKGROUNDS

Making sure that the Brand registers and has impact is not just a function of its size or color. The background upon which it's placed also plays a role. Having enough contrast between the the BU Athletics wordmark and the background is important.

LIGHT BACKGROUNDS

On white or light backgrounds, the BU Athletics Brand Mark should be printed in Baylor Green

MEDIUM BACKGROUNDS

On backgrounds of medium value the BU Athletics Brand Mark should be printed in Baylor Green

DARK BACKGROUNDS

On dark backgrounds, the preferred setup allows the BU in University Gold, with the BU Athletics wordmark reversed to white.

NOTE: *This option applies to dark backgrounds only.*

You also may print the entire BU Athletics wordmark in University Gold or reverse it to white, making sure there is sufficient contrast with the background.

TRADEMARKS & LICENSING PROGRAM

Baylor University has delegated the responsibility for this program to the Baylor University's Office of Trademark Licensing. A formal licensing program has been established to ensure university control over its identity, facilitate the process of securing authorization for legitimate third party uses, and to ensure that the University secures a legitimate royalty from the promotional use of the marks.

Ryan Eklund

Assistant AD, Resource Strategy & Business Intelligence

1500 S. University Parks Drive

Waco, TX 76706

O: 254-710-3073

