

# Name and Logo Guidelines

## FOR REFERENCING THE SCHOOL IN WRITING/COPY

### First reference:

- The University of Texas MD Anderson Cancer Center UTHealth Houston Graduate School of Biomedical Sciences

### Second reference:

- MD Anderson Cancer Center UTHealth Houston Graduate School of Biomedical Sciences

### Subsequent reference options:

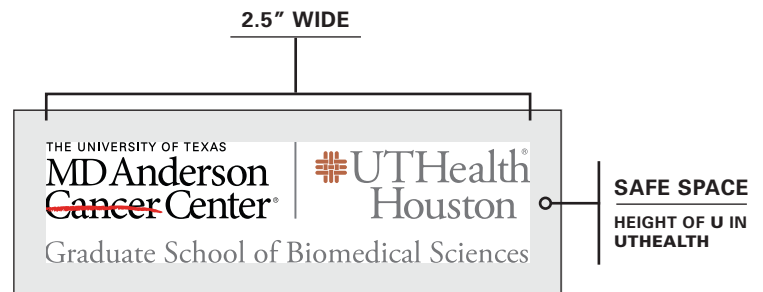
- MD Anderson UTHealth Houston Graduate School
- the graduate school

## MINIMUM SIZE REQUIREMENTS

The logo must be at least 2.5" wide when placed on any item or piece of collateral.

### SAFE SPACE

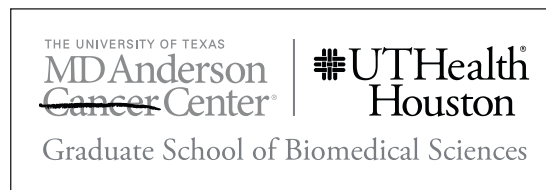
Our logo must be clearly visible. Therefore, it must be placed within a buffer of neutral visual space, called "safe space". Our logo files have safe space built in. This is to ensure that typography, photos, diagrams, or other images do not touch, overlap, or overprint the logo. The safe space size equals the height of the U in UTHealth.



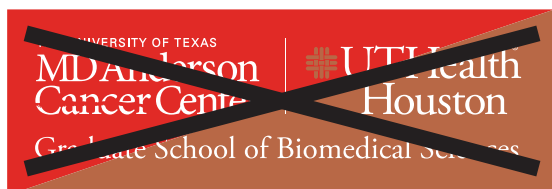
## COLOR APPLICATIONS



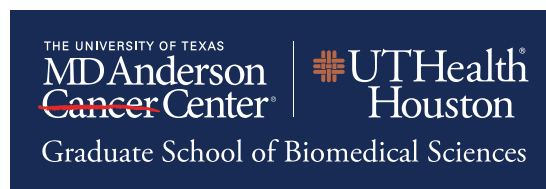
The full color logo must always appear against white or very light gray.



The grayscale logo is provided for printing in black and white only when 4-color or spot color printing is unavailable.



The strikethrough must always be kept in red and the tapestry in orange. Never place the logo over a red or orange background.



Use the reverse-color logo when using dark backgrounds such as gulf blue, dark gray, or black.