

# Logo guidelines

## First reference without logo present:

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

**First reference with logo present:** MD Anderson Cancer Center UTHealth Graduate School of Biomedical Sciences

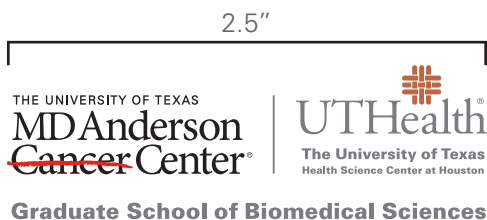
**Second/subsequent reference:** MD Anderson UTHealth Graduate School

**Internal subsequent reference:** MD Anderson UTHealth GSBS

**Limited correspondence (i.e., grant letter) subsequent reference :** GSBS in parenthesis (GSBS)

## SIZE REQUIREMENTS

The logo must be at least 2.5" wide.



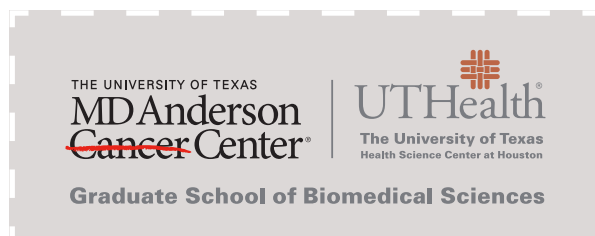
## AREA OF ISOLATION

Our logo must be clearly visible. Therefore, it must be placed within a buffer of neutral visual space, called the area of isolation. This clear space surrounds the logo, separating it from any other graphic element. No text, graphics or other visual elements may encroach on this space. The area of isolation equals the height of the M in the logo.

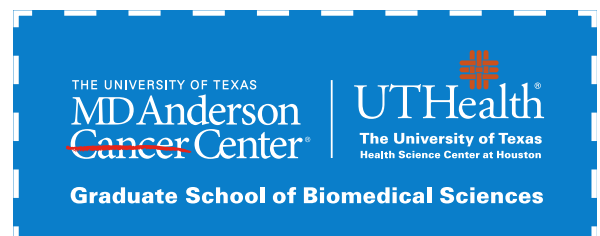


## COLOR APPLICATIONS

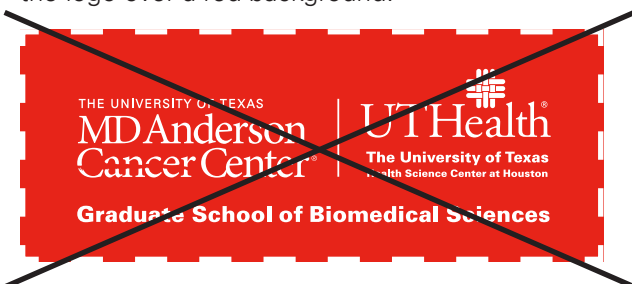
Always place the logo over a contrasting color.



Choose the reverse-color logo when placing it over dark backgrounds.



Always keep the strikethrough red, and never place the logo over a red background.



The greyscale logo is provided for printing in black and white when 4-color printing is unavailable.

