### Big 12 Conference

#### Primary Marks

- **XII**
- **Big 12 Conference**
- **Big 12**

#### Color Information

**Conference Colors**: Big 12 Red, Big 12 Gray, Big 12 Black

**Pantone Colors**: Pantone 200, Pantone 430, Pantone Process Black

**Thread Colors**: Madera 1147, Madera 1118, Black

**Notes**: The marks of The Big 12 Conference are controlled under a licensing program administered by The Collegiate Licensing Company. Any use of these marks will require written approval from The Collegiate Licensing Company.

### Verbiage

**Big 12 Conference**: 
- Big 12
- Never Use:
  - Big Twelve Conference
  - Big XII Conference

**Member Institutions**:
- Baylor University
- Iowa State University
- The University of Kansas
- Kansas State University
- Oklahoma State University
- The University of Texas at Austin
- Texas Christian University
- Texas Tech University
- West Virginia University

### Collective Marks

#### School Specific Marks (Reverse "TM" to White When Used on Dark Background)

- **Pantone 560**
- **Pantone 1235**
- **Pantone 202**
- **Pantone 123**
- **Pantone 253**
- **Pantone 186**
- **Pantone 268**
- **Pantone 877**
- **Pantone 201**

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