TIPS FOR USING MD ANDERSON’S LICENSED MARKS

√ Did you avoid a blurry logo by using a logo downloaded from MD Anderson’s Brand Central webpage?

Always use a logo downloaded from MD Anderson’s Brand Central webpage. After registering as a vendor and being granted access to the site, you will be able to access MD Anderson’s logo in a variety of formats as needed. Brand Central may be found at www.mdabrandcentral.com.

√ Have you listed our name correctly?

First reference: The University of Texas MD Anderson Cancer Center
Second reference and thereafter: MD Anderson

√ Is the “T” capitalized in The University of Texas MD Anderson Cancer Center?

√ Do all materials clearly indicate that The University of Texas MD Anderson Cancer Center is a beneficiary rather than a host or sponsor?

√ When using the word “benefiting”, did you include only one “t” as preferred by MD Anderson?