

3341-10-1 The BGSU Logo.

Applicability	All University units
Responsible Unit	Office of Marketing and Brand Strategy
Policy Administrator	Assistant Vice President for Marketing and Brand Strategy

(A) Policy Statement and Purpose

BGSU's logo is the foundational element of the University's brand identity. This policy is designed to ensure its correct usage to safeguard and provide consistency to the University's brand.

(B) Policy**(1) The BGSU Logo**

- (a) The BGSU logo is the official identifier and may be used only for purposes that will promote the goals of the university. It must appear on all official university communications, except for routine internal business. The logo is a registered trademark of Bowling Green State University.
- (b) The logo must appear in a prominent location on all printed and electronic materials. The BGSU logo can be downloaded from the BGSU Graphic Standards website. Other logos that represent an individual academic/administrative area should never appear on stationery. This includes office letterheads, news releases, envelopes and business cards. However, individual area marks can be used on materials other than stationery as long as the BGSU logo appears prominently.

- (c) No recognized student organization shall use any BGSU logo for any RSO activities, materials, publications, or web sites except those specifically authorized by the university.
- (2) One-Color Applications
 - When using a single color, the BGSU logo should be printed in orange, brown or black.
- (4) BGSU Logo Violations
 - (a) Never typeset or attempt to recreate this logo on your own. It has unique letter spacing and character weights.
 - (c) It should never be expanded, condensed or altered in any way.
- (C) The BGSU logo and other registered university trademarks may be reproduced on a wide range of merchandise such as t-shirts, mugs and pens but is subject to approval by the university's Licensing Program Coordinator. A licensed vendor must be used to supply the product being decorated.

Any merchandise with registered university trademarks, intended for resale above the cost of producing the product, is subject to an 8.0% royalty fee on the wholesale cost of the product and subsequent decoration.

A royalty waiver is available for those projects that are not intended for resale or are sold at the cost of producing the product. For more information contact the Licensing Program Coordinator.
- (D) Equity Impact Statement: The policy has been assessed for adverse differential impact on members of one or more protected groups.

Registered Date: March 12, 2015
Amended Date: February 27, 2023