



Ohio Administrative Code Rule 3341-10-01 The BGSU logo.

Effective: November 13, 2025

(A) Policy statement and purpose

BGSU's logo and its trademarks are foundational elements of the university's brand identity. This policy is designed to ensure their correct usage to safeguard and provide consistency to the university's brand.

(B) Policy scope

This policy applies to all university units (for clarity, this includes faculty-led units with substantial student membership, such as the Falcon marching band and other university bands and ensembles and BG Falcon media) and recognized student organizations (RSOs). It does not apply to external users of BGSU's logo or trademarks which are subject to contractual licensing standards.

(C) 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 logo website and its use must comply with the BGSU brand standards and guidelines. 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.



(2) One-color applications

When using a single color, the BGSU logo should be printed in orange, brown or black.

(3) BGSU logo violations

(a) Never typeset or attempt to recreate this logo on your own. It has unique letter spacing and character weights.

(b) It should never be expanded, condensed or altered in anyway.

(4) No recognized student organization (RSO) subject to rule 3341-2-36 of the Administrative Code shall use any BGSU logo or university trademark for any RSO activities, materials, publications, or websites except as specifically authorized by the university pursuant to the operating procedures for recognized student organization requests for use of trademarks. Any unauthorized or otherwise improper use by an RSO of any BGSU logo or university trademark may be addressed under the code of student conduct.

(5) 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 sale or resale above the cost of producing the product, is subject to an eight per cent the university's standard royalty fee on the wholesale cost of the product and subsequent decoration.

A royalty waiver is available for those projects products that are not intended for sale or resale; or are sold at the cost of producing the product; or are sold by an RSO or student group, falcon media, or any university unit. For more information contact the licensing program coordinator.

Funds received from the sale of merchandise with university trademarks must be handled in accordance with the cash and funds collection and handling policy.