



Ohio Administrative Code

Rule 3341-10-01 Use of BGSU Logo and Other University Marks.

Effective: [September 17, 2026](#)

(A) Policy statement and purpose

BGSU's logo and its other marks 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.

All trademarks, service marks, logos, colors, and other branding elements associated with the university are the exclusive property of the university. University ownership includes marks registered with the U.S. patent and trademark office and marks under common law protection. BGSU prohibits any unauthorized use of its marks, which may be subject to legal action.

(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 also applies to external users of BGSU's logos or marks, which are also subject to contractual licensing standards.

(C) Policy

(1) The official BGSU logo

- (a) The official BGSU logo, as specified by the office of marketing and communications, 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 webpage 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.
- (c) When using a single color, the BGSU logo should be printed in orange, brown, white or black.



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(d) Never typeset or attempt to recreate this logo on your own. It has unique letter spacing and character weights. It should never be expanded, condensed or altered in any way.

(2) Use by recognized student organizations

No recognized student organization (RSO) subject to rule 3341-2-36 of the Administrative Code shall use any BGSU logo or university mark 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 marks. Any unauthorized or otherwise improper use by an RSO of any BGSU logo or university mark may be addressed under the code of student conduct.

(3) Merchandise sales by members of the university community

The BGSU logo and other university marks may be reproduced on a wide range of merchandise such as t-shirts, mugs and pens but only with the prior approval of the university's licensing brand manager. A licensed vendor must be used to supply the product being decorated.

Any merchandise with the BGSU logo or other university marks, if intended for sale, resale or fundraising is subject to the university's standard royalty fee even if sold at the cost of producing the product.

The university shall assess an internal royalty rate of 0% to purchases which are licensed products purchased by university departments, colleges, offices, athletics, and RSOs for official university use, assuming they are not intended for resale. To qualify for a zero per cent royalty rate, the university must purchase and fund all products and cannot resell, reimburse, or use them for fundraising activities. For more information about what qualifies for a zero per cent royalty, please see university licensing - internal royalty procedures and/or contact the university licensing brand manager.

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

(4) Use of marks by external users

Each external user of any mark owned by the university must obtain a license from the university or an official licensing agent of the university before any use of the mark. Any use of the mark must be in accordance with the terms of the license which will be issued in accordance with the applicable license agreement and applicable university licensing procedures.