



Ohio Administrative Code Rule 3341-10-02 BGSU signature.

Effective: March 12, 2015

(A) Policy statement and purpose

BGSUs signature is an essential element of the universitys brand identity. This policy is designed to ensure its correct usage to safeguard and provide consistency to the universitys brand.

(B) Policy

(1) BGSU signatures are comprised of the BGSU logo and the words Bowling Green state university. The BGSU signatures are readily available to university offices, organizations, colleges and departments for use in their respective visual communication. The BGSU logo and signature can be downloaded from the BGSU graphic standards web site.

(2) The BGSU logo and/or signature are provided as artwork so it is not necessary for the user to have special fonts and they will preserve their clarity when enlarged to most any size. The user may size the artwork larger or smaller as long as the proportions remain intact. If you are using the logo in a very large format, a special file may be required to maintain clarity. Contact the office of marketing and communications for more information.

(3) The BGSU logo or signature may not be used by any off-campus group, individual or organization not associated with BGSU or without approval from the office of marketing and communications.

(4) Commercial use of any university logos is subject to licensing standards administered by the licensing program coordinator.

January 1st, 2002
