

BOWLING GREEN STATE UNIVERSITY



PRIMARY MARKS			
1 	2 	3 	4
SECONDARY MARKS			
5 	6 	7 	
8 	9 	10 	11

These logos cannot stand alone and must have another school mark adjoining, or in conjunction with, the mark.

VERBIAGE	GENERAL INFORMATION
Bowling Green State University ® Bowling Green ® Bowling Green Falcons ® Bowling Green State University Falcons ® BGSU ® BGSU Falcons ® BG Falcons ® BG ®	Doyt L. Perry Stadium™ The Doyt™ Stroh Center™ Anderson Arena™ Roll Along™ Ay Ziggy Zoomba™ LOCATION: BOWLING GREEN, OH MASCOT: FALCONS MASCOT NICKNAMES: FREDDIE & FRIEDA FALCON ESTABLISHED DATE: 1910 CONFERENCE: MID-AMERICAN CONFERENCE (MAC)

WORDMARKS			
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15 	16 	17 	18
HELMET MARK	RESTRICTIONS		
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COLOR INFORMATION			
You must use the approved University colors or the *PANTONE® colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.			
SCHOOL COLORS	PANTONE COLORS	THREAD COLORS	
ORANGE	PANTONE 172	MADEIRA 1078	RA 2467
BROWN	PANTONE 4625		
LIGHT BROWN	PANTONE 728	MADEIRA 1126	RA 2273
BLACK	PANTONE PROCESS BLACK	BLACK	BLACK
WHITE	WHITE	WHITE	WHITE
ORANGE	BROWN	LIGHT BROWN	BLACK

ADDITIONAL PERTINENT INFORMATION		
	Yes	No
• University seal permitted on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Alterations to seal permitted:	<input type="checkbox"/>	<input checked="" type="checkbox"/>
• Overlaying / intersecting graphics permitted with seal:	<input type="checkbox"/>	<input checked="" type="checkbox"/>
• University licenses consumables:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• University licenses health & beauty products:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• University permits numbers on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Mascot caricatures permitted:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• Cross licensing with other marks permitted:	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.		
• NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.		

NOTE: The marks of Bowling Green State University of are controlled under a licensing program administered by The Collegiate Licensing Company. Any use of these marks will require written approval from The Collegiate Licensing Company.