



# Bowling Green State University

Current Revision Date: 01/20/23

**Established:** 1910

**Location:** Bowling Green, OH

**Mascot:** Falcons

**Mascot Name:** Freddy & Frieda Falcon

**Conference:** NCAA Div. I – Mid-American Conference (MAC)

## Verbiage

|                                 |                         |                                    |
|---------------------------------|-------------------------|------------------------------------|
| Bowling Green State University® | Roll Along...™          | #AY ZIGGY                          |
| Bowling Green Falcons®          | We Are BG...™           |                                    |
| BGSU                            | Ay Ziggy Zoomba...™     |                                    |
| Falcon Fast™ *                  | #FalconFast **          |                                    |
| Talons Up *                     | The Madhouse on Mercer™ | * Must be used with primary marks. |
| BGSU Falcons                    | Ay Ziggy                | ** Italicized only.                |

## Orange

**PANTONE 166 C**

CMYK: 0, 76, 100, 0 | RGB: 253, 80, 0 | HEX: #FD5000  
MADEIRA Rayon: 1078 | RA: 2218

## Brown

**PANTONE 4625 C**

CMYK: 30, 72, 74, 80 | RGB: 79, 44, 29  
MADEIRA Rayon: 1145 | RA: 2372

## Tan

**PANTONE 728 C**

CMYK: 5, 32, 46, 10 | RGB: 205, 160, 119  
MADEIRA Rayon: 1255 | RA: 2338

## Black

**PANTONE Process Black C**

CMYK: 0, 0, 0, 100 | RGB: 0, 0, 0  
MADEIRA Rayon: Black | RA: Black

Approved University colors or the \*PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. \*PANTONE® is a registered trademark of PANTONE, Inc.

## Primary Marks

For the standard multicolor peekaboo logo, the logo must be used with the Tan (PMS 728) beak.  
 The single color format of the peekaboo can be used in Orange, Brown, Black or White.  
 Mark 1A is to be used for all digital and infrastructure purposes.  
 Mark 1A is the Primary mark and is available for use on all apparel and non-apparel items.  
 Mark 1B is available for internal BGSU entities to use only with prior written approval.

1A



1B



**Note:** 1B is a BGSU Internal use only mark. This can be used by Athletics and Bowling Green State University entities only.

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## Wordmarks

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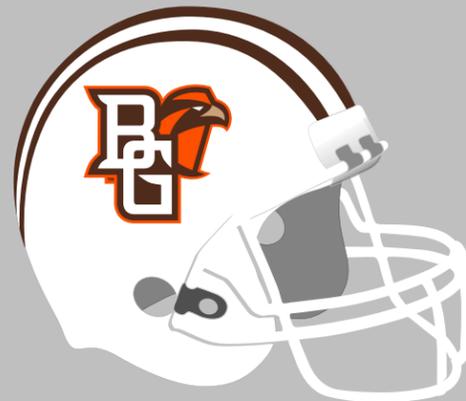


## Helmet Marks

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## Internal Marks

Marks are for internal BGSU athletic and BGSU club sports use only. Mark is utilized for team lifting, training, base layer apparel. Mark is not to be used for any competition uniforms, travel, recruiting or equipment training items that are used for practice or competition.



## Institutional Marks



## Rivalry Marks

Note: A special Battle of I-75 License is required to obtain these logos.



Only to be used when Toledo is the home team.

Only to be used when Bowling Green is the home team.

## Youth Marks

## Exclusive Logo



Note: This logo is relegated to BGSU Athletics and can only be used in specific fashion. A detailed explanation of how and when the logo will be used must accompany the artwork approval submission. The explanation will be reviewed by BGSU Assistant AD for Equipment Operations and Licensing for approval.

### ADDITIONAL PERTINENT INFORMATION

- University licenses consumables (must have expiration date on packaging).
- University licenses health and beauty products.
- University permits numbers on products for resale.
- Mascot caricatures permitted.
- Cross licensing with other marks may be permitted with an additional agreement.

- No use of current players' name, image, or likeness is permitted on commercial products.
- No references to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.