

3341-10-3 Logotype and Graphics.

Applicability	All University units
Responsible Unit	Office of Marketing and Communications
Policy Administrator	Chief Communications Officer

(A) Policy Statement and Purpose

BGSU's approved logotypes and graphics are essential 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**(1) Logotypes**

An academic/administrative area logotype is a combination of the BGSU logo and custom type that has been uniquely arranged for the purpose of promoting a specific university area. Logotypes do not contain any pictorial/graphic symbols. It is not necessary to use a stand-alone BGSU logo if an academic/administrative area logotype is being used.

Academic/administrative area logotypes are:

- (a) Linked with the BGSU logo in a predetermined template. Templates have various typefaces, differing arrangements and either the same or mixed colors (orange and black only) within the custom text area. This allows for individual identities for academic and administrative areas while maintaining consistency for all BGSU campus departments and they are created by the Office of Marketing and Communications.

- (b) Not permitted on any office stationery or business cards.
- (c) Contact the Office of Marketing and Communications for additional questions concerning logotype usage.

(2) Graphics

Graphics that are designed to promote special events, such as Homecoming, may be used. Event graphics can be used on any visual communication. In many cases, the department's official logotype should accompany the graphic in marketing materials. Graphics should never be used on official office stationery. If you wish to use graphics in addition to your official logotype for special occasions, please contact the Office of Marketing & Communications.

Registered Date: March 12, 2015