

3341-10-3 Logotype and Graphics.

Applicability	All University units
Responsible Office	Office of Marketing and Brand Strategy
Responsible Administrator	Assistant Vice President for Marketing and Brand Strategy

(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. 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 consistent typefaces, an orange BGSU logo, brown line and brown text within the custom text area. This gives consistency to all BGSU academic and administrative areas. Logotypes are created by the Office of Marketing and Brand Strategy
- (b) Not permitted on any office stationery or business cards with the exception of named colleges.

(c) Contact the Office of Marketing and Brand Strategy 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 and Brand Strategy.

Equity Impact Statement: The policy has been assessed for adverse differential impact on members of one or more protected groups.

Registered Date: February 27, 2023