

## PRIMARY MARKS

BGSU-00001



BGSU-00002



BGSU-00003



For the standard peekaboo format the dark color can be black in the multicolor format, and that in the single color format it can be printed in orange, brown, black, or white

## SECONDARY MARKS

BGSU-00004



BGSU-00005



BGSU-00006



## HELMET MARK

BGSU-00011



BGSU-00012



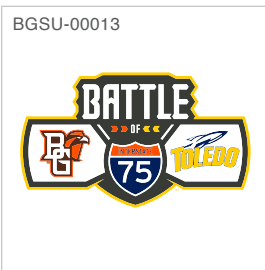
## COLOR INFORMATION

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COLORS	PANTONE®	HTML	PROCESS
Orange	PMS 021	FE5000	C:0% M:65% Y:90% K:0%
Brown	PMS 4625	4F2C1D	C:30% M:72% Y:74% K:80%
Tan	PMS 728	CDA077	C:5% M:32% Y:46% K:10%
Black	Process Black		

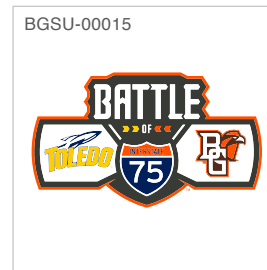
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## BATTLE OF I-75 MARKS (HOME GAME)



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

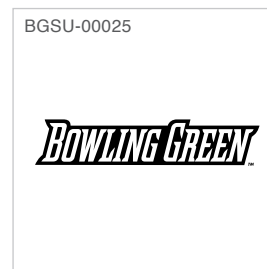
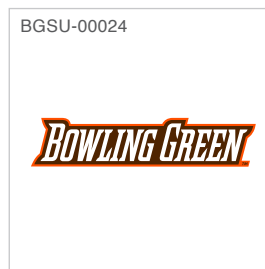
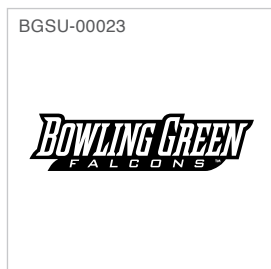
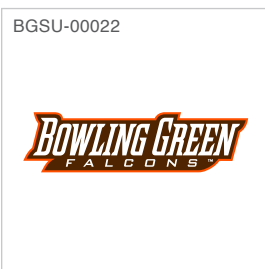
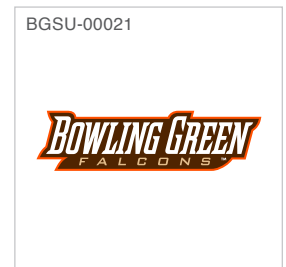
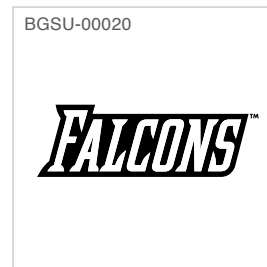
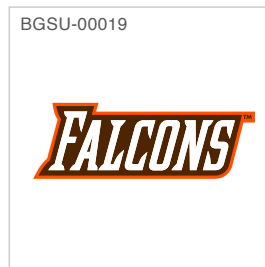
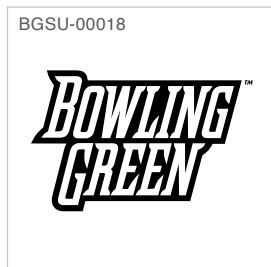
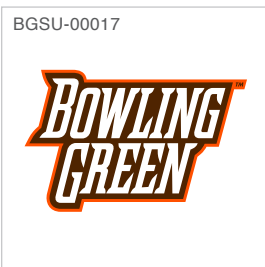
## BATTLE OF I-75 MARKS (AWAY GAME)



Only to be used when Toledo is the home team.

**Restriction:** There is a 20% shared royalty rate by both schools. All BGSU licensees will report the standard 10% on their LRG quarterly royalty report sheet. There is no special code or license needed to produce this mark.

## WORDMARKS



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## YOUTH MARKS

BGSU-00026



BGSU-00027



## INSTITUTIONAL MARKS

BGSU-00028



BGSU-00029



BGSU-00030



BGSU-00031



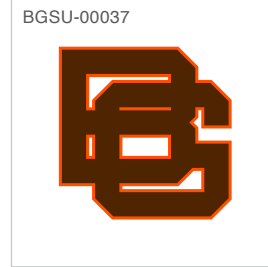
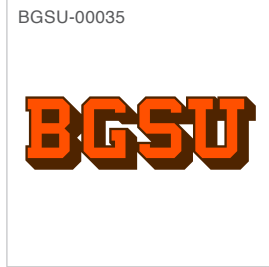
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## BGSU VINTAGE MARKS



**Note:** Use of the BGSU Vintage Marks requires a separate contract type and a 12% royalty rate, please contact LEARFIELD's administration if you are interested in obtaining this license.

## VERBIAGE

Bowling Green State University®  
Bowling Green Falcons®  
BGSU  
Falcon Fast™ (must be used with primary marks)  
Talons Up (must be used with primary marks)  
BGSU Falcons

Roll Along....™  
We Are BG....™  
Ay Ziggy Zoomba....™  
*#FalconFast* (italicized only)  
The Madhouse on Mercer™

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