Bowling Green State University

Established: 1910
Location: Bowling Green, OH
Mascot: Falcons
Conference: MAC

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.

Verbiage
Bowling Green State University
Bowling Green Falcons
Bowling Green Falcons®
We are BG...
Falcon Fast™
The Madhouse on Mercer™

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 logo can be used in Orange, Brown, Black or White. Mark 1A is to be used for all digital and infrastructure purposes. Marks 1A and 1B are both available for use on apparel and non-apparel items.

Helmet Marks
For use on helmets. The Single color format of the peekaboo logo can be used in Orange, Brown, Black or White. Mark 1A is to be used for all digital and infrastructure purposes. Marks 1A and 1B are both available for use on apparel and non-apparel items.

Wordmarks
Bowling Green State University
Bowling Green Falcons
Bowling Green Falcons®

Institutional Marks
Bowling Green State University
Bowling Green Falcons
Bowling Green Falcons®

Rivalry Marks
Note: A special Battle of 1-75 License is required to obtain these logos.

Youth Marks
Only to be used when Toledo is the home team.

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

BGSU Vintage Marks
The use of BGSU Vintage Marks require a separate contract type and a 14% royalty rate.
Please contact Jake Warnke (jwarnke@bgsu.edu) or licensing@clc.com for artwork approval and usage.
All vintage marks must be used as pictured.

Additional Pertinent Information
• University Licensee consumables (must have expiration date on packaging).
• University Licensee Health and Beauty products.
• University permits sanctions on products for resale.
• Mascot caricatures permitted.
• Cross licensing with other marks may be permitted with an additional agreement.

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