

3341-10-2 BGSU Signature.

Applicability	All University units
Responsible Office	Office of Marketing and Brand Strategies
Responsible Administrator	Chief Communications Officer

(A) Policy Statement and Purpose

BGSU's signature is an essential element of the University's brand identity. This policy is designed to ensure its correct usage to safeguard and provide consistency to the University's brand.

(B) Policy

- (1) BGSU signatures are comprised of the BGSU logo and the words "Bowling Green State University." The BGSU signatures are readily available to university offices, organizations, colleges and departments for use in their respective visual communication. The BGSU logo and signature can be downloaded from the BGSU Graphic Standards Web site.
- (2) The BGSU logo and/or signature are provided as artwork so it is not necessary for the user to have special fonts and they will preserve their clarity when enlarged to most any size. The user may size the artwork larger or smaller as long as the proportions remain intact. If you are using the logo in a very large format, a special file may be required to maintain clarity. Please contact the Office of Marketing & Brand Strategies for more information.
- (3) The BGSU logo or signature may not be used by any off-campus group, individual or organization not associated with BGSU or without approval from the Office of Marketing & Brand Strategies.

- (4) Commercial use of any university logos is subject to licensing standards administered by the Licensing Program Coordinator.

Registered Date: March 12, 2015