**BGSU.**
BOWLING GREEN STATE UNIVERSITY

**3341-10-4    The Official Identity Colors.**

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|---|---|
| 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

The official identity colors of the University are essential elements of the University's brand identity. This policy is designed to ensure correct usage of these colors to safeguard and provide consistency to the University's brand.

(B)    Policy

(1)    BGSU Orange

(a)    The principal identity color of BGSU is orange. When possible, this color should appear on any visual communication. The BGSU orange was chosen because of its vibrancy and accessibility. It can be used on either a light or dark background at no smaller than 19 pt font. In addition, white and black type also remains very legible when printed on the BGSU orange. In most cases, the BGSU orange should be used as an accent color with black since black is a more legible text color.

(b)    The BGSU orange and BGSU brown are the only color, other than black, that is permitted for use on university stationery and business cards.

(c) The formulas for the BGSU orange are dependent on what form of media is being employed. The formulas for the BGSU

orange are:
Pantone® color: PMS 166C
CMYK: 0C/76M/100Y/0K*
RGB: R:253/G:80/B:0*



HTML # FD5000*

(2)    BGSU Brown

(a)    The secondary identity color of BGSU is brown. Variations of brown are permitted and the user may choose to use black in lieu of the brown because it may appear more legible.

(b)    The formulas for the BGSU brown are:
Pantone® color: PMS 4625
Process color: 30C/72M/74Y/80K*
RGB formula: R:79/G:44/B:29*
HTML color # 4f2c1d*



(3)    Basic identity colors

Both black and white may be used with or as a substitute for the official identity colors.
* These are the recommended PMS color equivalents.

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