

PRIMARY MARKS



Restriction: This mark is only available in the orange/brown/white combination, no other color combinations will be approved regardless of color garment.

SECONDARY MARKS



COLOR INFORMATION

The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions© Pantone, Inc., 2007.

UNIVERSITY COLORS	PANTONE® COLORS	PROCESS COLORS
BGSU Orange	For BGSU Orange, use PANTONE® 021	C:0% M:65% Y:90% K:0%
BGSU Brown	For BGSU Brown, use PANTONE® 4625	C:0% M:60% Y:100% K:79%
BGSU Light Brown	For BGSU Light Brown, use PANTONE® 728	C:0% M:21% Y:48% K:10%
BGSU Black	For BGSU Black, use PANTONE® Process Black	

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HELMET MARK



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WORDMARKS



INSTITUTIONAL MARKS



UNIVERSITY SEAL



-Seal must be used by itself.
-Seal will only be approved for use on select products (i.e. graduation items, items directly from the President's Office)

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)

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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 LRG's administration if you are interested in obtaining this license.

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