

USE OF MARKS

MARKS AND LOGOS

- Your company will have the rights to use the Scarlet and Gray Business Network logo for pre-approved purposes. The Scarlet and Gray Business Network logo has been provided to you for use. See below the following places/channels where you can utilize the SGBN mark:
 - SGBN Membership Assets
 - Digital Banner Ads
 - Digital Ad in Small Business Saturday Guide
 - Football Schedule Calendars
 - In-Store Window Clings
 - Personal company website
 - Email Signatures
- Please note that SGBN marks must stand alone with no other Ohio State Athletics marks
 - Football Schedule Calendars are the only exception



DESIGNATIONS

SGBN MEMBER DESIGNATION

- Businesses that are part of the Scarlet and Gray Business Network are allowed to refer to themselves as “Proud Member of the Scarlet and Gray Business Network.” When the proud member designation is used with the logo, please see below on proper usage.

YOUR LOGO HERE



PROUD MEMBER OF THE SCARLET AND GRAY BUSINESS NETWORK



OHIO STATE OFFICIAL COLORS

- The Ohio State Official Colors must be used at all times with the Scarlet and Gray Business Network logo.
- Any tampering of the Scarlet and Gray Business Network logo colors will not be allowed.
- If you would like to utilize Ohio State colors in your creative assets with your membership (i.e. banner ads or digital guide ad) please use the colors listed on this slide.

SCHOOL COLORS

Scarlet	(R: 206 G: 17 B: 65)	(C: 0 M: 100 Y: 65 K: 16)
Gray	(R: 167 G: 177 B: 183)	(C: 6 M: 0 Y: 0 K: 34)
Black	(R: 35 G: 31 B: 32)	(C: 0 M: 0 Y: 0 K: 100)
White	(R: 255 G: 255 B: 255)	(C: 0 M: 0 Y: 0 K: 0)

PANTONE COLORS

- Pantone 200
- Pantone 429
- Pantone Process Black
- White