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Members of the Ball State University Community:

Throughout our first year together, one of the most common issues identified for improvement was the Ball State brand and message. Many community members expressed a desire to participate in the evolution of our brand and our messaging through a transparent and collaborative approach. To introduce an essential outcome of The Centennial Commitment (18 by ’18), I am pleased to share this Ball State University Brand Style Guide, reflecting a promise of a renewed spirit of community, best practices, and collaboration.

The Ball State University Brand Style Guide is a critical component of our brand and our message, and it signifies that we are part of a diverse and specialized community that positively affects Indiana, the region, and our nation. This document is an important guide to how we represent ourselves as "a model of the most student-centered and community-engaged of the 21st century public research universities, transforming entrepreneurial learners into impactful leaders—committed to improving the quality of life for all."

I am especially appreciative for the expertise and leadership of the Division of Strategic Communications in producing this document with your partnership. You will continue to be involved in making necessary revisions that inform the Ball State University brand and message. If there is information that is absent, incorrect, or may simply need to be presented in an improved manner, please share your information and/or ideas with the Division of Strategic Communications.

With best regards,

Paul W. Ferguson
President

October 2015
Introduction

Brand Backstory

Ball State has inspired and endured for nearly 100 years and has transformed lives with a high-quality educational experience. The Ball State story has strong entrepreneurial roots from the five founding Ball brothers and now inspires the newest generation of entrepreneurial learners who currently call campus home. Our story has engendered loyalty and affinity among many people near and far: from students to faculty and staff from generous donors to business and community partners as well as more than 165,000 proud alumni all over the world.

This rich, compelling story deserves to be presented accurately, consistently, and professionally. As a community, we must actively and intentionally share and promote our story, and safeguard our name and image—this is all part of strategic brand building.

These brand standards offer assistance to our partners who enhance our brand on and off campus.
Introduction

Brand Overview

During the recent brand refresh project, representatives of the Division of Strategic Communications conducted three all campus sessions to listen to feedback about the Ball State branding elements inspired by The Centennial Commitment (18 by ’18). In addition, representatives from the division were invited to be on the agenda at various gatherings around campus. Approximately, 600 individuals from our Ball State community participated in the discussions about branding. Based on those discussions, this guide was refined to offer more options to various areas of campus in a customized but unified way.

This guide works in concert with other tools including: the Ball State Style and Writing Guidelines; the toolbox of branded marketing shells to be customized with your content; photo gallery; the Partners in Communication Network, an idea-sharing group of communicators around campus; and the professional counsel of members of the Division of Strategic Communications.

While these standards offer an avenue for most official work representing Ball State to external and internal audiences, sometimes we need to approach branded solutions on a case-by-case basis—always asking: What is the goal? Who is the audience? Is this appropriate for the selected medium?

If you need assistance through this process, please contact the Division of Strategic Communications. Our creative, experienced professionals will be happy to address specific questions about the branding of Ball State University.

THE CENTENNIAL COMMITMENT (18 BY ’18)
Embracing the Ball State Legacy of Beneficence and Entrepreneurship
Brand Vision

“Ball State aspires to be the model of the most student-centered and community-engaged of the 21st century public research universities, transforming entrepreneurial learners into impactful leaders—committed to improving the quality of life for all.”

— The Centennial Commitment (18 by ’18) Vision

The refreshed brand standards support this vision. We have evolved and refined our brand elements, taking inspiration from both Beneficence (see next page) and the goals of The Centennial Commitment (18 by ’18):

- Entrepreneurial learners
- Student centered
- A model 21st century public research university
- Community engaged
Introduction

Brand Inspiration: Beneficence

The elegant 6-foot-tall bronze statue Beneficence has graced our campus since 1937—welcoming visitors, students, and alumni. Her name, Beneficence, means the quality of performing acts of kindness and charity.

She stands in front of a half-circle of five classic columns that represent the original Ball brothers, who donated land, buildings, and funds to the university before classes started in 1918 and have helped support the school in the decades that followed.

Affectionately called “Benny,” she has a history as captivating as she is: The Muncie community raised funds and commissioned Daniel Chester French (legendary sculptor of the Abraham Lincoln statue in the Lincoln Memorial in Washington, DC) in what would be his last major work. He created Beneficence, a tribute to the philanthropy of the five Ball founders, their effect on the community, and the generations of students the Ball family’s generosity has touched.

Today, this gift from the community continues to symbolize reaching out, selflessly giving back, and sharing the treasure of knowledge.

It is fitting to turn to this timeless Ball State icon as inspiration for many of our brand elements.
Official Ball State University Beneficence Mark

The Official Ball State University Beneficence Mark ("Benny" logo) is the most visible of our identity system and is used to endorse all communication materials that officially represent our university. Using it consistently enhances public recognition of Ball State. It incorporates our full name and Beneficence icon. The treatment shown on this page is the formal, institutional identity.

Applications of the Official Ball State University Beneficence Mark include:

- University identity
- "Endorsement" on printed and web pages
- Stationery suite: letterhead, business cards
- Business forms
- Marketing materials
- Board communications
- Donor recognition/stewardship
- Research publications
- Correspondence with research, peer institutions, or professional audiences
- Building signage
- Vehicle identification

All Ball State University marks referenced here are registered trademarks and must be used with permission. Contact the Division of Strategic Communications for permission. Do not re-create these marks.

Permission to use the Official University Marks for commercial uses such as sportswear and novelty items must be obtained from Trademark Licensing at 765-285-1104.
Alternate Vertical Mark

The vertical version of Official Ball State University Beneficence Mark may be used as an optional endorsement, especially when space warrants a vertical presentation.

All Ball State University marks referenced here are registered trademarks and must be used with permission. Contact the Division of Strategic Communications for permission. Do not re-create these marks.
Ball State University Nameplate Usage

Often a “nameplate” using the Benny graphic element may be used, and space permitting, always endorse communications with the Official Ball State University Beneficence Mark.

Due to limitations of space, the official mark may be replaced with the Benny graphic element and typeset “Ball State University” in a branded font. This exception is reserved only for special situations and executed with care, and will be kept to a minimum.

All Ball State University marks referenced here are registered trademarks and must be used with permission. Contact the Division of Strategic Communications for permission. Do not re-create these marks.
University Cardinal Mark

The athletic mark for men's and women's intercollegiate athletics is the University Cardinal Mark. This spirit mark is reserved for official athletics business as determined by Intercollegiate Athletics: official stationery, business cards, sports advertising, uniforms, publications, programs, and licensed apparel and novelties. The Cardinal Mark referenced here is a registered trademark and must be used with permission. Do not re-create.

Permission to use the Official University Cardinal Mark for noncommercial uses must be obtained from Intercollegiate Athletics at 765-285-3242.

Permission to use the Official University Cardinal Mark for commercial uses such as sportswear and novelty items must be obtained from Trademark Licensing at 765-285-1104.
University Seal

The Official Ball State University Seal is used by permission only and is reserved solely for limited, top-level, official university needs such as diplomas, transcripts, contractual documents requiring a seal, official watermark within the paper stock of our official stationery, and certain official Office of the President needs. The seal is not to be substituted for the Official Ball State University Beneficence Mark.

All Ball State University marks referenced here are registered trademarks and must be used with permission. Contact the Division of Strategic Communications for permission. Do not re-create these marks.
Minimum Clear Space Requirements

To maintain legibility and quality, maintain a minimum clearance as indicated here between any part of the Official Ball State University Beneficence Mark and other elements, including copy appearing with the mark or near the edge of the page or medium.

\[ X = \text{width of the Beneficence icon.} \]
Minimum Size Requirements

For visibility and impact, the Official Ball State University Official Beneficence Mark should appear no smaller than 1.75 inches wide for the horizontal mark and no smaller than 1.25 inches high for the vertical mark.
Color Reproduction Options

Adhering to the following color reproduction guidelines will create a consistent image and maintain the visual impact of the mark.

A. When using a white background, the mark should be reproduced in full color (two-color).
B. When using in two colors on a black background, the Beneficence mark and Ball State University name should reverse out to white. The rule appears in Cardinal Red.
C. When appearing on a black or red background, the entire mark should reverse out to white.
D. The mark may be displayed entirely in black or red when in a single color on a white background.

Do not use any element of the mark with a screen tint. The mark should not reverse out of a background other than red, black, or a grayscale of no less than 60 percent.
Improper Color Treatments

For consistency and legibility, never:

• use the Official Ball State University Beneficence Mark in black over a dark background
• reverse the Ball State University Official Beneficence Mark to white on a light background
• change the colors of the mark.

Do not use any element of the logo with a screen tint. The mark should not reverse out of a background other than red, black, or a grayscale of no less than 60 percent.

To always ensure the mark is clear, visible, and fully legible, use special care when it is presented over photos. Make sure the mark placement is free from photo details—using minimum clear space requirements (see page 15). Over a light-colored area of the photo, use the two-color mark. Conversely, use a reverse-to-white presentation of the mark over a dark area of a photo.

Do not use the mark in black over a dark background.

Do not reverse the mark to white from a light background.

Do not change or exchange colors of the mark.
Improper Treatments

For consistency and legibility, never:
- configure the elements of the Official Ball State University Beneficence Mark into a different presentation
- stretch or distort the mark
- duplicate to create a pattern
- surround the mark with competing shapes or images
- tilt the mark
- crop any part of the mark
- use special effects

Take extreme care when using the mark over photos. Also, a soft drop shadow may be used with extreme care when needed.

Never configure the elements into a different mark. Use individual elements with extreme care.

Do not stretch or distort the mark.

Do not duplicate the mark to create a pattern.

Never surround mark with other competing shapes.

Never tilt the mark in any direction.

Never crop any part of the mark.

Do not place over a busy background.
Typography

Typography is a powerful tool in the development of a visual presence—giving a visual cue that our communications are coming from the same place. A menu of typefaces has been selected to coordinate with the Official Ball State University Beneficence Mark while providing a few options to express tone, from traditional to innovative. These typefaces are used on all fundamental, official communications from the university.

The combination of serif and sans serif typefaces offers modern, highly readable content and is considered a classic pairing for compatibility. Using this contrast from headline to body copy is a way to create visual interest and visual hierarchy to help the reader.

However, be aware that every typeface variation—from font selection to weight to stylizing (italic, bold), to color to point size—adds a layer of emphasis. Too many variations can be hard to read and difficult to navigate.

Our branded fonts are Adobe Garamond, Aleo, and Raleway. Supplemental fonts are Playfair Display (for larger format work and statement headlines only) and Helvetica.

Brand Fonts

Adobe Garamond

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

Aleo

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

Raleway

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

Supplemental Brand Fonts

Playfair Display

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890
Brand Visual Elements

Color Palette

Color is a strong element in our brand identity. Cardinal Red and white are the official colors of Ball State University. These two colors unite every unit from academic areas to athletics to the Ball State University Foundation to recruitment. Cardinal Red signals the rich timelessness of our institution as well as the vibrant, high-energy of campus.

Consistent use of these colors will help the university build strong connections and affiliations, especially to external audiences.

Use the standards outlined here to ensure accuracy in reproduction.
Brand Visual Elements

Colors, Primary

Cardinal Red should carry the color theme within the communication medium it is employed. To ensure constancy and vibrancy, Cardinal Red should never be screened (tinted).

In the rare case where standardized color swatches are the only choice and can’t color match our specific red, such as novelty vendors, make every attempt to find the closest pure red (no burgundy, rust, orange, or pink tones). If a standard pure red is unavailable, consider white.

Cardinal Red
PMS: 200
RGB: 186, 12, 47
CMYK: 3, 100, 70, 12
HEX: BA0C2F

Official University Colors

White
A broadened palette of colors has been selected to heighten the impact of our Cardinal Red. These colors were chosen to give some options based on communication goals, audience, and medium of the project. Secondary and tertiary colors are intended to assist as visual organizational elements such as tasteful callout informational features and sidebar boxes, and add interest to branded designs. We’ve broken out the tertiary palette into accent and limited use complementary colors. The intention here is to offer disciplined choices. The limited use complementary colors are more intense, but nonetheless, appropriate when applied with a careful hand.

Secondary and tertiary colors may be screened to offer even more options. (Cardinal Red is never screened.) Secondary and tertiary colors must never replace or overwhelm Cardinal Red and should only serve to add to the design look of the piece.
Photography

Strong, interesting, and authentic photography communicates the personality of our campus and our people. The Creative Services Team within the Division of Strategic Communications is charged with providing university photography (as well as design and video) that brings our campus to life.

By providing a visual perspective on Ball State University as a community, our photography delivers the vibrancy of our brand. Images should be inspiring, distinctive, and thought provoking. Imagery should resonate with the intended audience: prospective students, current students, parents, alumni, donors, and others in the broader audience.

Photography attributes include:
- Strong focal point
- Rich, saturated color
- Vibrant subjects and settings
- High energy, action, and interaction
- People are front and center
- More groups than individuals
- More smiles, positivity, and authentic emotion
- More engagement with the camera
- Blend of posed and unposed

A growing gallery of university photography is available through the Printing Toolbox to customize your marketing communication needs.
Brand Visual Elements

Videography

Like photography, videography is a reflection of our campus. For video counsel, contact the Division of Strategic Communications.
Brand Messages

Words and Phrases

Branding is more than just a logo. It is our story. And when it comes to life, in words and images, it evokes a positive emotion and is memorable.

Our message will set us apart from other universities. Finding the appropriate story, message, and tone—and employing it consistently across various media—is as important as selecting the right imagery and typefaces. These words and phrases—inspired by *The Centennial Commitment (18 by ’18)*—help tell our story in words and imagery. These can serve as points of departure as you develop content.
Official Stationery Suite

To conduct the official communication and business of the university, this standard format is used for nearly all stationery needs. This presents a unified look. To further ensure a consistent presentation, Printing Services is the sole printer of the Ball State stationery suite on our official watermarked paper stock. For ordering information, contact Printing Services.

The standard format accommodates up to four lines of contact information. No additional elements may be added to university stationery without permission from the Division of Strategic Communications. Secondary logos or marks are not permitted. Names of individuals are not permitted.

Size: 8.5x11 inches

Typography:
Address block: Adobe Garamond, 8.5 point type over 10.5 point leading; align flush left with edge of the shield

Department or unit name: Adobe Garamond, small caps 8.5 point type over 14 point leading
Special Case Letterhead

When a department, unit, or office, must include five elements of contact information, this alternative may be used. Unit name is limited to one line underneath the mark.

Department, unit, or office name aligns right and does not pass left edge of the mark. Information is separated by bullets on the bottom line.

For ordering information, contact Printing Services.
Dear Mr. Smith,

Vatlh let lIndabs qIQ pe’vIl Quartzomer Hav wa’ chojajah.


Vatlh ‘o’ Qumeril’s tara. Wa’ jey Du’ jali, ‘ach lOo paqqa qoy’. Wu’ HoqSo’I’ joq loS tin peys, ach wa’ a’wI’ qip vagh ah tIq chahs. LoS Quchs chop vagh jej jonta’S. Wu’ ghem jich, ‘ach vagh Qut nOoNIVahgsa’ngans joni lIbI loth jImIcIa. Joq vagh tOxEdich Qumeril’s Gagh, ‘ach Qo’noS nep lOo wIys, joq wa’ ah a’wI’ ghnarg wa’ tIb Suqquqipis, ‘ach tera’ boI ah pa’vI’, ach wa’ ah tin paq jali ghom vagh ah vaghTich Quchs, ‘ach wa’ ghnarg thra’ Qo’so’I’, ‘ach Quartzomer tIq jali, joq vagh yu’d ghoms ghom Qo’noS. Wu’ ah Quq DenIbya’ Qath Suq vagh ah buD oqbe. Wu’ ah Qip meHSo’DnI’ loS vagh Du’S. Vagh Duys yot tIb yu’d S. Vagh ah tIq nOoNIVahg jali kert. Vath poma tIq wa’ tOxEdich nov, ach lIbI nOoNIIVahg vagh ah Qaq DenIbya’ Quchs. Vath Do’ chojajah jali ah jali. Vagh ah yu’d ‘Iva chop loS tIq jonta’S. Vagh vagh puyjaqs yot loS ah set la’quva, joq vagh QuartzomerS ah po’ tIq wIys thIngan. Vagh Vath Hurghs ah pa’vI’ Ho’ vagh Quchs, ach lIbI wIys ba’ nom. Tera’ jay’ ghom wa’ Quch, joq vagh nIhMuHs tIhuH, ach Qo’noS nom nep tera’, joq Qo’noS Gagh reH, ‘ach vagh JoS’I’SA’ tara’, ‘ach wa’ nOoN loS vagh yu’d u’S.

Sincerely,

John Doe
Title
Department Name
#10 Business Envelope

**Size:**
9.5x4.125 inches

**Typography:**
Return address block: Adobe Garamond, small caps
8.5 point type

For ordering information, contact [Printing Services](#).

---

DEPARTMENT NAME HERE

Muncie, Indiana 47306-0060
Business Card

Typography:

Individual's name: Adobe Garamond Semibold, 10.25 point size

Title: Adobe Garamond Italic, 8.25 point size over 10 point leading

Department: Adobe Garamond, 8.25 point size over 10 point leading

Address Block: Adobe Garamond, 8.5 point size over 10 point leading

For ordering information, contact Printing Services.
Quick Help

Questions? Please reach out to us.

Athletics Marks
Business Cards
Copyright/Trademarks/Licensing
Email Addresses/URLs (for special marketing needs):
Brandon Coppernoll
Fundraising Materials: Joan Todd
Logos: Mary G. Barr
Media Relations: Joan Todd
Photography: Pamela Robbins
Postal Regulations
Printing Services
Publication Design (brochures, reports, fliers):
Mary G. Barr
Recruitment Materials: Mary G. Barr
Signage
Social Media: Brandon Coppernoll
Stationery
Templates/Printing Toolbox: Stacey Grosh
Unit Logos: Mary G. Barr
Website Content: Amy Thomas
Website Design: Brandon Coppernoll
Writing and Editing Counsel: Kim Rendfeld

If you have other questions, please contact the Division of Strategic Communications.
We’re eager to help you.