Last Updated: March 2017

Ball State University practices equal opportunity in education and employment and is strongly and actively committed to diversity within its community. Ball State wants its programs and services to be accessible to all people. For information about access and accommodations, please call the Office of Disability Services at 765-285-5293 (TTY users only 765-285-2206) or visit bsu.edu/disabilityservices.

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INTRODUCTION

Spring 2017
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

Inspired by the Strategic Plan, this guide provides clear brand standards that promote a consistent identity telling the Ball State story of transforming entrepreneurial learners into impactful leaders. Based on campus feedback, the guide has been refined to offer 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 Marketing and 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 Marketing and Communications. Our creative, experienced professionals will be happy to address specific questions about the branding of Ball State University.
Introduction

Brand Vision

“As a public research university, we focus on students and high-quality, relevant educational outcomes. Disciplinary knowledge is integrated with application. We do this in a manner that fundamentally changes students, researchers, and our external partners, who look to the university for guidance. We transform information into knowledge, knowledge into judgment, and judgment into action that addresses complex problems.”—Ball State University Mission

The refreshed brand standards support this mission. We have evolved and refined our brand elements, taking inspiration from both Beneficence (see next page) and the goals of the Strategic Plan.
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 Marks

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 Marketing and 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 Marketing and 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 Marketing and 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 Marketing and Communications for permission. Do not re-create these marks.
Department- or Unit-Specific Marks

Upon request, Marketing and Communications creates unit-specific marks for offices, departments, schools, colleges, centers, labs, and other units within Ball State University. Per university policy, independently created logos are not official nor Ball State brand compliant.

For official, unit-specific marks, a few options are available. Marketing and Communications may create an official mark on behalf of the area using either the Official Ball State University Beneficence Mark or the "nameplate" with a branded font to identify the office, department, or unit.

All Ball State University marks referenced here are registered trademarks and must be used with permission. Contact the Marketing and Communications to request a department or unit mark. 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.
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
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.
Colors, Secondary and Tertiary (Accent and Limited Use Complementary)

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 Marketing and 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 Marketing and Communications.
## Messaging Platform

### Messaging Pillars

<table>
<thead>
<tr>
<th>Ball State People</th>
<th>Ball State Degrees</th>
<th>Ball State Experiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcoming Community</td>
<td>High Return on Investment</td>
<td>Real-World Ready</td>
</tr>
</tbody>
</table>

### Suggested Talking Points by Audience

**Undergraduate prospects:**
Students are immediately accepted into our consistently friendly community and are never a number.

**Graduate prospects:**
We understand grad students’ needs, and we take your passions seriously.

**Alumni:**
Alumni help each other and like nothing more than helping the next generation of Cardinals.

**Legislators/Community:**
We are the place where homegrown grit becomes Indiana great.

**Students:**
We all share a common code—friendly, driven, smart, loyal, and resourceful.

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**Undergraduate prospects:**
Students who invest in a Ball State education reap the benefits of a degree that is highly valued by employers and peers.

**Graduate prospects:**
We deliver programs with a national reputation and cutting-edge pedagogy.

**Alumni:**
“Because of what Ball State did for me, I give back.”

**Legislators/Community:**
We are one of Indiana’s best economic engines.

**Students:**
Students get early access to advanced experiences and excellent job placement.

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**Undergraduate prospects:**
Our project-based learning puts students out in the community, building on classroom experience.

**Graduate prospects:**
Our rigorous programs are practical and enhance careers and the quality of life.

**Alumni:**
Ball State made its graduates real-world ready.

**Legislators/Community:**
Ball State’s culture encourages all students to be entrepreneurial, ready to take on risks, and succeed.

**Students:**
“My leadership emerged here. I found my place and my voice.”

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About Ball State’s messaging platform: This platform is for immediate use in university-wide communications. Wherever possible, the language of the three “pillars” should be quoted consistently, while the language of the suggested talking points below each pillar can be expanded and adapted to suit various audiences. For the complete messaging grid or more information, contact Mary Barr, chief creative officer and executive director of creative services, Marketing and Communications.
## 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 help tell our story in words and imagery. These can serve as points of departure as you develop content.

- Collaborative
- Commitment
- Community engaged
- Confident
- Connections
- Convergence
- Creative
- Discovery
- Diverse
- Energetic
- Engaged
- Entrepreneurial learning
- Forward looking
- Friendly
- Idea execution
- Imaginative
- Innovative
- Intellectually curious
- Inventive
- Impact
- Leadership
- Outcomes
- Opportunities
- Passion
- Partnerships
- Personal
- Research
- Student centered
- Supportive
- Technologically innovative
- Tinkerers
- Transformative
- Vibrant
- Welcoming
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 Marketing and 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.
**Letterhead Format**

**Margins:**
- 1.25 inches left and right;
- 2.5 inches top and bottom

Suggested fonts for setting the body of the letter content are Adobe Garamond or Helvetica.
#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.
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: Brett McLaughlin
Logos: Mary G. Barr
Media Relations: Joan Todd
Photography: Jennifer Criss
Postal Regulations
Printing Services
Publication Design (brochures, reports, flyers):
Amy Thomas
Recruitment Materials: Mary G. Barr
Signage
Social Media: Brandon Coppernoll
Stationery
Templates/Printing Toolbox: Stacey Grosh
Unit Logos: Amy Thomas
Website Updates: Brandon Coppernoll
Writing and Editing Counsel: Kim Rendfeld

If you have other questions, please contact Marketing and Communications.
We’re eager to help you.