Brand Style Guide

Updated 02/12/18
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THE BALL STATE UNIVERSITY BRAND STORY
Our Brand’s Backstory

Ball State has inspired and endured since 1918 and has transformed lives with a high-quality educational experience. The Ball State story begins with the five Ball brothers, who founded the institution and now inspire the newest generation of innovative 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 over 190,000 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 help our partners, who enhance our brand on and off campus.

The Ball brothers, founders of Ball State University, from left to right: William Charles Ball (1852–1921), Frank Clayton Ball (1857–1943), Lucius Lorenzo Ball (seated; 1850–1932), Edmund Burke Ball (1855–1925), and George Alexander Ball (1862–1955)
AT THE HEART OF OUR BRAND
Brand Inspiration: Beneficence

Beneficence, the elegant six-foot-tall bronze statue, has welcomed visitors, students, and alumni on our campus since 1937. She represents 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 state of Indiana to create a teachers college. Classes started in 1918, and the brothers 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 at the Lincoln Memorial in Washington, D.C. It would be his last major work. He created Beneficence, a tribute to the philanthropy of the five Ball founders, their work in 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.

The Ball State community lives the Beneficence Pledge, our commitment to excellence, honesty and integrity, social responsibility, gratitude, and respect for the inherent worth of every member of our community.

The Beneficence Pledge

Members of the Ball State Community...

• pledge to maintain high standards of scholarship and excellence
to work with students, faculty, and staff to strengthen teaching and learning on campus.

• pledge to practice academic honesty
to model and uphold academic integrity, to honor their peers and earn trust and respect from all members of the community.

• pledge to act in a socially responsible way
to treat each person in the Ball State community with civility, courtesy, compassion, and dignity; to respect the property and environment of the campus.

• pledge to value the intrinsic worth of every member of the community
to respect and learn from differences in people, ideas, and opinions.
Introducing the Ball State University Brand

At Ball State University...

- We study and learn together as partners in a quest for knowledge and truth.
- We grow and mature individually and collectively.
- We exceed expectations.
- We transform lives—and communities.
- We embrace the future with courage—and with gratitude.
- We believe in a world that will become more beautiful, more free, and more just. And we believe that we can make that audacious dream come true.
- We Fly

Our new theme, We Fly, embodies the Ball State energy right now. We have enjoyed a strong history of educational innovation. But what makes Ball State truly different from other universities is that we empower every member of our community to challenge each other to excel, to think creatively, to collaborate across disciplines, and to be in charge of their own path. You will read more about that in the pages ahead.

At its core, the essence of our brand is the transformative experience we provide to our students. This core message consists of a few fundamental branding components: a set of key messages that convey more about our central theme, a visual symbol, and a themed tagline with relevant images. All of these elements are crucial to our success as we tell our story across campus and beyond.

That is why this style guide is so important to anyone in our community who is delivering our message, because consistency in presentation is the foundation of a strong, memorable, and enduring brand.

Thank you to those in our community who have participated in our branding process, and we appreciate your supportive role in sharing the We Fly message.

Ball State University Cabinet

December 2017
KEY MESSAGES
Theme: We Fly

There are many examples of how “We Fly” inspires, propels, and encapsulates our brand. It represents the educational experience we provide, the doors we open, the connections we foster throughout the wide range of our disciplines.

We spark intellectual curiosity. Spirited and motivated, we learn, grow, and take flight. Our faculty and staff—everyone in our community—treat students as partners, from day one. In classrooms and labs, on the sports fields, in immersive learning projects off campus—with agility and perseverance—Cardinals fly. We are grounded in our values, lifted by our knowledge, and go confidently upward toward ever greater opportunities. Ours is a simple promise: to challenge each other to excel. And with Beneficence as our guide, We Fly.

All copy should adhere to the spirit of the Ball State brand. Messaging should be uplifting, welcoming, and inclusive but should also clearly and cleanly convey aspiration and promise. Be creative, friendly, and open while nurturing the ambition of the reader.
CENTRAL MESSAGE:

Ball State University is the One to Watch

Propelled by an innovative, immersive approach to education and guided by clear and enduring values, Ball State University is on the minds and in the hearts of every potential student, elected official, and community leader. We are a source of pride for alumni and our community.

SUPPORTING MESSAGES:

There is More to Ball State University Than You May Think.

While we are proud of our roots as a teachers college, we have grown far beyond them. Ball State is a world-class university. Our students and alumni are designing extreme weather shelters, providing animation for major motion pictures, holding key positions in major media and news organizations, and winning songwriting competitions.

We Are Beneficence. We Live Beneficence.

We live the Beneficence Pledge because it is the right thing to do and it is intrinsic to our ultimate education goal: to propel students to successful careers and meaningful lives.

Our Campus is Our Canvas.

Place matters, and that is particularly true on our beautiful campus—our size, our people, our culture, and our amenities. Our perfect size is one of the most often-cited reasons students choose us.
We Empower Students and Faculty to Fly. And They Love it.

We empower faculty, staff, and students because responsibility is assumed. We encourage them to take risks because we believe failure is a step closer to success. We insist faculty and students be learning partners because we understand the quest for knowledge and greater understanding is a shared experience. They are given freedom and flexibility, and they are expected to be engrossed and persistent. We know that flying is challenging, but it’s also exhilarating. So we foster a culture that believes in students, faculty, and staff, and we demand they believe in themselves.

We’re About More Than Educating Students. We’re About Serving Our Neighbors, Near and Far.

At Ball State University, we graduate scholars who are changing the world. And our community is dedicated to doing the same.

In addition to our key messages, we have developed writing style and usage guidelines to promote consistency throughout our Ball State messages: bsu.edu/brand/writing
Communicating the Essence of Our Brand Through Design

Ball State University’s design philosophy is rooted in Midwestern sensibilities, drawn on a foundation of formalized structure. Designs should be clean, simple, and straightforward. No pretenses. We take pride in being an institution grounded in tradition and embracing innovation, and all official University designs should reflect and respect this philosophy.

Imagery should communicate a sense of aspiration and power. The objects in the photos should lift and reach toward potential, possibility, and greatness. See some examples here of breaking the traditional edge.
The Language of Our Story

Branding is more than just a logo. It's our story.

Our message sets us apart from other universities. Finding the appropriate story, message, and tone—and employing these consistently across various media—is as important as selecting the right imagery and typefaces. These words can serve as points of reference and inspiration as you develop content.

Aspirational
Collaborative
Commitment
Community engaged
Confident
Connections
Convergence
Creative
Discovery
Distinctive
Diverse
Empowered
Energetic
Engaged
Excellence
Exhilarated
Forward-looking
Friendly
Gratitude
Hands-on research
Idea execution
Imaginative
Immersive
Impact
Innovative
Inspirational
Intellectually curious
Inventive
Leadership
Opportunities
Outcomes
Partnerships
Passion
Perfect size
Personal
Real-world
Student-centered
Success
Supportive
Technologically innovative
Tinkerers
Transformative
Upward
Vibrant
Welcoming
World-class
THE MARKS OF OUR BRAND
One Identity, Two Marks

The Ball State University institution brand mark is used to endorse all communication materials that officially represent our University. Consistent use enhances public recognition of Ball State. The vertical treatment shown (right) is the formal institutional identity. The official mark is composed of both the Beneficence figure in the shield and the wording. It is rare to use these elements individually.

The Ball State University vertical institution brand mark is primary

Applications of the official Ball State University institution brand mark include:
- University identity
- "endorsement" on printed and web pages
- stationery suite
- business forms and marketing communications
- correspondence with research and peer institutions or professional audiences
- building signage
- vehicle identification

The Ball State University horizontal institution brand mark is secondary

The horizontal version of the Ball State University institution brand mark (right) may be used as an optional endorsement, especially when space warrants a horizontal presentation.

All Ball State University marks referenced here are registered trademarks or pending trademark approval and must be used with permission. Request permission through umc@bsu.edu. Do not recreate these marks.
Respecting Beneficence

To maintain legibility and quality, maintain a minimum clearance (safe zone) as indicated here between any part of the Ball State University institution brand mark and other elements. The x-height of the safe area is equal to the distance from the top of “Ball State” to the bottom of “University.”

Please consult with your account strategist in Marketing and Communications if your needs can’t accommodate these minimum clearances. We are happy to assist.

Example of logo placement on envelope that meets the safe zone requirement.
Brand Mark Minimum Size Requirements

For visibility and impact, the Ball State University institutional brand mark should appear no smaller than 0.75 inches tall for the vertical mark and no smaller than 0.5 inches tall for the horizontal mark.

Do not break apart the logo to fit into a space, as the integrity of the logo and legibility will be compromised.

Please consult with your account strategist at Marketing and Communications if your needs can’t accommodate these minimum sizes. We are happy to assist.
Our Palette

Color is a strong element in our brand identity. Having a tight palette during the initial stages of rollout strengthens our brand and signals a new era. Cardinal red and white are the official colors of Ball State University. These colors unite every unit, from academic areas to athletics to the Ball State University Foundation to recruitment.

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

To ensure constancy and vibrancy, cardinal red should never be screened (tinted or set to a lower opacity than 100 percent). When a vendor has only standard color swatches that don’t match our specific red, make every effort to find the closest pure red (no burgundy, rust, orange, or pink tones). If a standard pure red is unavailable, use white or black.

**Cardinal red is the preferred color.**

Secondary colors are intended to assist as visual organizational elements such as tasteful callout features and sidebar boxes. Secondary colors must never replace or overwhelm cardinal red and should only serve to add to the design.

If you need to make an exception to these guidelines, please contact the Marketing and Communications team.

<table>
<thead>
<tr>
<th>Primary colors</th>
<th>Secondary colors</th>
<th>Web secondary color</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cardinal Red</strong></td>
<td><strong>Gray</strong></td>
<td><strong>Light gray (web only)</strong></td>
</tr>
<tr>
<td>Pantone Matching System (PMS) 200</td>
<td>PMS 425</td>
<td></td>
</tr>
</tbody>
</table>
| RGB: 186, 12, 47 | RGB: 84, 88, 90 | RGB: \(\text{Marketing and Communications will provide these values}\)  
| CMYK: 3, 100, 70, 12 | CMYK: 48, 29, 26, 76 | HEX: \(\text{Marketing and Communications will provide these values}\)  
| HEX: \#BA0C2F | HEX: \#54585A | |  
| **White** | **Black** | |
| PMS N/A | PMS process black | |  
| RGB: 255, 255, 255 | RGB: 0, 0, 0 | |  
| CMYK: 0, 0, 0, 0 | CMYK: 0, 0, 0, 100 | |  
| HEX: \#FFFFFF | HEX: \#000000 | |  

If you need to make an exception to these guidelines, please contact the Marketing and Communications team.
Proper Brand Mark Color Presentation

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

1. When using a white background, the two-color version is preferred.
2. When appearing on a red background, the entire mark should reverse out to white.
3. When one-color printing is the only option, the mark needs to be displayed entirely in black or red (one color) on a white background.
4. Reverse on cardinal red is the preferred option. The secondary option (only if cardinal red is not available) is gray and should be used by special permission only.

Do not use any element of the mark with a screen tint or lowered opacity.

If you need to make an exception to these guidelines, please contact the Marketing and Communications team.
Unacceptable Color Treatments

For consistency and legibility:

- Never use the Ball State University institution brand mark in black on a dark background.
- Never reverse the Ball State University institution brand mark to white on a light background.
- Never change the colors of the mark.
- Do not use any element of the logo with a screen tint or lowered opacity.
- The mark should not reverse out of a solid color background other than red.

To always ensure the mark is clear, visible, and fully legible, use special care when presenting it over photos. Make sure the mark’s placement is free from photo details, using minimum clear space requirements (see page 16). 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.

Examples of correct logo use on photo

Screen/lower opacity

Incorrect logo color

Logo on wrong color background
Custom Unit Brand Marks

Upon request, the Marketing and Communications team will create unit-specific marks for offices, departments, schools, colleges, centers, labs, and other official units within Ball State University. This reflects the formal name of units as determined by the University. Per University policy, independently created logos are not official, nor Ball State brand compliant and cannot be used in any medium.

Some instances may warrant a department or center name without the college or division name above it. When the names are shorter than 14–16 characters, an alternative format may be used. See example in Section A.

On-campus directional signs signage

Facilities is responsible for all directional and campus signage. Signs follow approved standards for ADA compliance, etc. Contact Facilities for this need.

All Ball State University marks referenced here are registered trademarks or pending trademark approval and must be used with permission. Request permission through umc@bsu.edu.

Contact the Marketing and Communications team to request a department or unit mark. Do not re-create these marks.
Unacceptable Usage

For consistency and legibility:

• Never reconfigure the elements of the Ball State University institution brand mark.
• Never stretch or distort the mark.
• Never surround the mark with competing shapes or images.
• Never tilt the mark.
• Never crop any part of the mark.

In a tastefully classic and respectful manner, take extreme care when using the mark over photos or using special effects (soft drop shadow, fade-ins, fade-outs, etc.).

If you need to make an exception, please contact the Marketing and Communications team.
University Cardinal Mark

The mark for men’s and women’s intercollegiate athletics is called 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.

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.
Using the Official Seal

The 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, and certain Office of the President needs. The seal is not to be substituted for the Ball State University institution brand mark.
For Our Centennial Year

Our institution will be celebrating its centennial for the full academic year of 2018. This mark must be used with permission from the Centennial Review Committee and is to be used only for items hitting the market after July 1, 2018. This mark will be retired from official usage at the conclusion of our centennial celebration, in June 2019.

This mark may only be used in its entirety, using the same guidelines as outlined earlier in this chapter for our official marks.
We Fly Lockup

A “Lockup” is retaining the same proportions as shown here for consistency.

University units may use this mark. Additional taglines or catch phrases may not be added.

The brand theme We Fly, when used with the logo mark, must adhere to these examples.

For access to this mark, please contact the Marketing and Communications team.
Our Typefaces

Part of the visual language of Ball State University is communicated through the use of type. Our branded font is Helvetica Neue LT Std (also labeled Neue Helvetica). The font was chosen to reflect the attitude of our institution:

- Clear
- Honest
- Forward-thinking
- Unpretentious

It was a conscious decision during our rebranding period to limit the font choice available for official communications to one font to help solidify our visual branding.

Helvetica Neue LT Std can be used in six weights, as both regular and italic. The combination of weights and italics offers modern, highly readable content. Using this contrast from headline to body copy creates visual interest and visual hierarchy.

If you do not have the Helvetica Neue LT Std font, and cannot obtain it, acceptable replacements are TeX Gyre Heros or Roboto, which are available for free download. Open Sans may be used for digital body copy only. These replacement fonts should be used sparingly and should not be used in conjunction with Helvetica Neue. Marketing and Communications must approve any use of replacement fonts.

We strongly recommend purchasing Helvetica Neue LT Std from the font site myfonts.com

(Continued on next page)
Our Typefaces

Our chosen weights and styles of Helvetica Neue LT Std continue on this page of the brand style guide.

**Helvetica Neue LT Std 65 Medium**

| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r | s | t | u | v | w | x | y | z | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 |

1234567890

**Helvetica Neue LT Std 66 Medium Italic**

| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r | s | t | u | v | w | x | y | z | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 |

1234567890

**Helvetica Neue LT Std 75 Bold**

| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r | s | t | u | v | w | x | y | z | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 |

1234567890

**Helvetica Neue LT Std 76 Bold Italic**

| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r | s | t | u | v | w | x | y | z | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 |

1234567890

**Helvetica Neue LT Std 85 Heavy**

| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r | s | t | u | v | w | x | y | z | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 |

1234567890

**Helvetica Neue LT Std 86 Heavy Italic**

| A | B | C | D | E | F | G | H | I | J | K | L | M | N | O | P | Q | R | S | T | U | V | W | X | Y | Z |
| a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r | s | t | u | v | w | x | y | z | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 |

1234567890
REPRESENTING THE BRAND WITH MEDIA
The Perfect Ball State Photo

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:
• diversity that is representative of our student body and faculty
• strong focal point
• rich, saturated color
• vibrant subjects and settings
• people are front and center
• positive, authentic emotions
• blend of silhouette and unposed shots
• evoking aspiration, lifting, or upward trajectory
• no borders when used in publications

The mood and style of the photography should be rich but editorial in style, with a contemporary feel. It should feel active and upbeat, stressing interaction between students or between students and faculty/staff. Hands-on learning experiences are always great opportunities for photos. Also important is maintaining negative space in the composition. Students from a range of backgrounds and experiences should be represented and portrayed as positive, focused, and committed to their education.
SAMPLE IMAGE INFORMATION:
f: 3.5
Shutter: 1/100s
ISO: 5000
Lens: 70-200mm @ 195mm

SAMPLE IMAGE INFORMATION:
f: 3.5
Shutter: 1/125s
ISO: 1600
Lens: 70-200mm @ 90mm

SAMPLE IMAGE INFORMATION:
f: 3.5
Shutter: 1/500s
ISO: 200
Lens: 70-200mm @ 200mm

SAMPLE IMAGE INFORMATION:
f: 5.0
Shutter: 1/100s
ISO: 100
Lens: 70-200mm @ 70mm
Graphic Treatment of Textural Photos

The textural photos should be evocative of the campus, simple yet recognizable in their details, with thought as to how they can be utilized as graphic elements in print and web. Also important is maintaining negative space in the composition.

This look translates best in digital format.

Graphic treatment:
In Photoshop, add a layer filled with cardinal red on top of the photo and set the layer blending mode to multiply.
Videography

Like photography, videography is a reflection of our campus. No animations should be used with the logo. For video counsel, contact the Marketing and Communications team.

Videography attributes include:

- diversity representing our students, faculty, and programming
- dynamic energy
- innovation
- expansive motion:
  1. We want to echo the underlying expansion of the new Ball State University logo. Examples within the frame: dancers and basketball players.
  2. For movement not possible from within the frame, the camera is set in motion. Examples from our TV commercials include *Beneficence*, concert pianist, children in the classroom, artist in the studio, Riverside student construction project, architectural lecture, and planetarium.
  3. For camera-motivated movement, elements are placed in the foreground. These elements add a greater sense of depth and help increase the overall sense of movement.

- footage equipment:
  1. Alexa Mini, 6k resolution, assorted cinema primes, frame rates from 24-200 per second
  2. Panasonic GH5, 5k resolution, assorted prime lenses
  3. DJI Mavic Pro

- lighting:
  1. Use industry standard equipment.
  2. Use a 10-ton grip truck for support.

- all footage:
  1. color-corrected
  2. matched
  3. graded

- Any drone use must adhere to the Drone Policy; see the Office of Risk Management.
Video Lower-Third Graphics

We have provided multiple lower third graphic options for you to use. Please download the PSD (Adobe Photoshop) files for static lower third graphic templates, and the AEP (Adobe After Effects) files for animated options.

Here are some guidelines when using these templates.

Logos
- No animations should be used with or behind the Beneficence shield.
- The Beneficence logos used in our lower-third graphics can also be used as a ‘bug’ in the lower left-hand corner (see example).
- To maintain a consistent look and feel, logos should not be altered or resized

Fonts
Titles and names
- Top line: Helvetica Neue bold should be the primary font used in the top line of titles and names. A top line should be ALL CAPS and not exceed 16 points in size.
- Bottom line: Helvetica Neue regular should be the primary font used in the bottom lines of titles. All bottom lines should be case-sensitive and not exceed 10 points in size. If you do not have access to the Helvetica font (purchased font), then an acceptable replacement is TeX Gyre Heros or Roboto, which are available for free download.
- Text on the lower third of an image may have a drop shadow but needs to be Blend Mode: Multiply, and needs to be black.
- Font color needs to be white when using a cardinal red color bar; it needs to be black when using a white color bar.

“Bug”
(See section 4.0)

Color Bar
- The color bar needs to be solid and a horizontal gradient should not be used.
- The color bar can be either red (cardinal red, RGB: 186,12,47) or white (100 percent white, RGB: 255,255,255).
- The color bar can be extended horizontally to fit longer names and titles.
- The color bar should not be extended vertically.

Cap
- A white (100 percent white, RGB: 255,255,255) or gray (gray, RGB: 84,88,90) cap should be used at the end of the color bar when using cardinal red, and also at the beginning of the color bar when the Beneficence logo is cardinal red AND the color bar is cardinal red (see example above).

Hashtag
- The hashtag #WeFly can be used in the upper right-hand corner.
- Helvetica Neue Bold should be the primary font used.
- If you do not have access to the Helvetica font (purchased font), then an acceptable replacement is TeX Gyre Heros or Roboto, which are available for free download.
- Font size is always 12pt.
- The color bar size and its placement should not be altered.
- #WeFly can have a drop shadow but needs to be Blend Mode: Multiply, and needs to be black.
- The color bar needs to be solid; a horizontal gradient should not be used.
- The color bar can be either red (cardinal red, RGB: 186,12,47) when using white font color or white (100 percent white, RGB: 255,255,255) when using black font color.
- Font color needs to be white when using a cardinal red color bar and needs to be black when using a white color bar.
Website & Social Media Branding

To unify the brand on all websites and social media platforms that represent an official Ball State area, the Digital Marketing team has developed standards for colleges, departments, and units. For assistance to brand your area’s avatars, icons, and other digital graphic assets, please contact the Marketing and Communications team.
Music

The custom music composed for the “We Fly” Brand Anthem should be used in any Ball State University branded videos that will need a music score or for audio/radio use.

The Brand Anthem music was composed with these main thoughts:
- building with momentum
- joyous
- hopeful
- contemporary
- light
- bright
- cinematic

For access to the branded Ball State music bed, please contact Marketing and Communications.
OFFICIAL
STATIONERY
SUITE
Official Letterhead

To conduct the official 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 three lines of contact information in the footer. No other 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 on official letterhead.

**Size:**
8.5x11 inches

**Typography:**

**College/Division name**
Neue bold, Pantone Matching System 200 red
9 point type over 11 point leading
align centered

**Department or unit name**
Neue bold, 60 percent black
9 point type over 11 point leading
align centered

Suggested font for setting the body of the letter content is Helvetica Neue Roman

**Contact information**
Neue light, 100 percent black
8 point type
align centered

**Margins**
1.25 inches left and right
1.5 inches top and 1 inch bottom
Business Card

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Business card design should be formatted to the following examples.

Size:
3.5x2 inches

Typography:
Name: Helvetica Neue bold, 10 point type over 10 point leading
Title: Helvetica Neue Roman, 8 point type over 11 point leading
College/Division Name: Helvetica Neue bold, 8 point type over 9.5 point leading (with .0625" spacing above)
Department, Address, Phone, Email, and URL: Helvetica Neue Roman, 8 point type over 9.5 point leading (with .0625" spacing above address, email, and URL)

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#10 Business Envelope

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Envelope design should include the brand mark with division name and address as formatted to the following example.

Size:
9.5x4.125 inches

Typography:
Return address block: Helvetica Neue Roman,
8 point type over 10 point leading
QUICK HELP LINKS
Quick Help

Questions? Please reach out to us.

Athletics Marks
Business Cards
Copyright/Trademarks/Licensing
Drone Policy
Email Addresses/URLs (for special marketing needs)
Fundraising Materials
Logos
Media Relations
Photography
Postal Regulations
Printing Services
Publication Design (brochures, reports, flyers)
Recruitment Materials
Signage
Social Media
Templates
Unit Logos
University Print Policy
Website Updates
Writing Styles and Guidelines

If you have other questions, please contact the Marketing and Communications team at umc@bsu.edu.

We’re eager to help you support the brand.