

BRAND STYLE GUIDE



**BALL STATE
UNIVERSITY**

Updated 04/01/20

Updated: March 2020

Ball State University practices equal opportunity in education and employment and is strongly and actively committed to diversity and inclusion 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; go through Relay Indiana for deaf or hard-of-hearing individuals (www.relayindiana.com or 877-446-8722); or visit bsu.edu/disabilityservices.

Contact the Marketing and Communications team at umc@bsu.edu.

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THE BALL STATE UNIVERSITY BRAND STORY

Our 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 more than 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 marketing.

These brand standards help our partners, who enhance our brand on and off campus.

More on Ball State History can be found at bsu.edu/about



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 STORY

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 and is committed to our enduring values: excellence, innovation, courage, integrity, inclusiveness, social responsibility, and gratitude.

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.



IMAGE INFORMATION:
f: 4.0
Shutter: 1/200s
ISO: 100
Lens: 24-70mm @ 70mm

The Ball State University Story

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 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 story is the transformative experience we provide to our students. This core message consists of a few fundamental 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 tell our story, and we appreciate your supportive role in sharing the We Fly message.

Ball State University Cabinet

March 2020

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 key messages. 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.

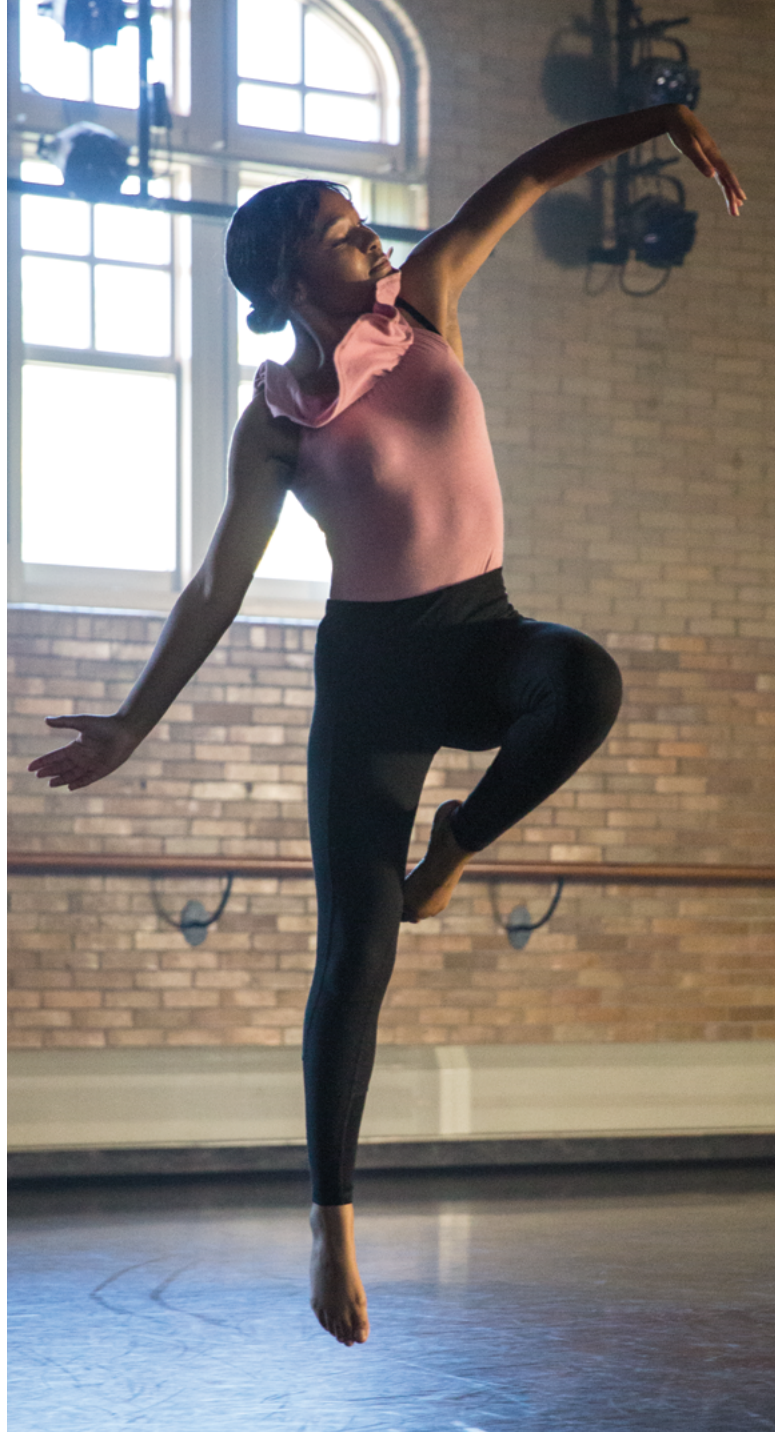


IMAGE INFORMATION:

f: 2.8

Shutter: 1/400s

ISO: 5000

Lens: 24-70mm @ 70mm

For proof points, data, and stories to support each of the following key messages, please contact your account strategist at Marketing and Communications.

CENTRAL MESSAGE:

Ball State is committed to a bright future. And it includes you.

We embrace the future, and our students, faculty, staff and supporters have the intellectual curiosity, courage, determination and dedication to shape it. We're excited, and we'd love to have you join us.

SUPPORTING MESSAGES:

Find your passion and purpose here.

Our beautiful campus, welcoming culture, outstanding professors and focus on innovation and collaboration provide the perfect place for you to continue your lifelong journey to a fulfilling career and meaningful life.

We are guided by *Beneficence*.

These values are not new to us, and they are not simply words. We have lived them for more than 100 years, and they are the watchwords for our next century.

We inspire.

We believe higher education should be the beginning of a lifelong quest for knowledge, solutions, and service. We live that belief by exposing our students to an innovative, collaborative learning experience—brought to life by talented faculty and dedicated staff.

Our beautiful campus is our canvas.

Place matters, and that is particularly true on our beautiful campus—our size, our people, our culture, our technology and our amenities. Our perfect size is one of the most common reasons students choose us. Indeed, we are small enough to be a community but big enough to change the world.

We're about more than educating students. We're about serving our neighbors near and far.

At Ball State, we graduate scholars who are changing the world. And we've dedicated our University to do the same.

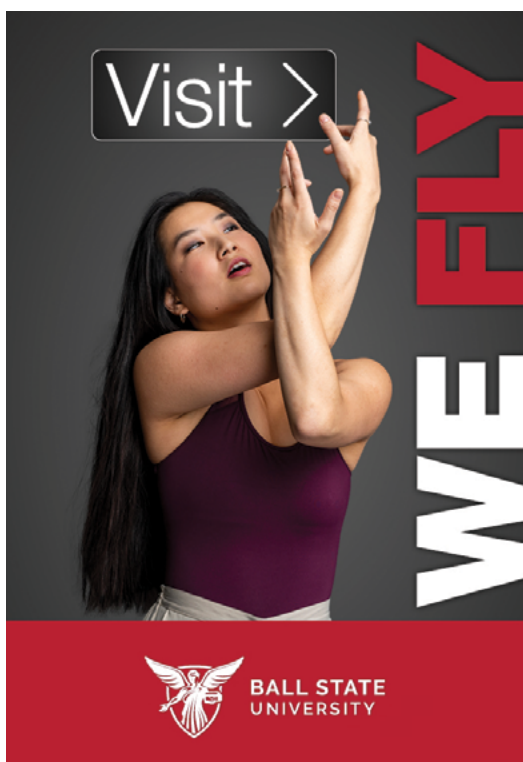
In addition to our key messages, we have developed writing style and usage guidelines to promote consistency throughout our Ball State messages:

[bsu.edu/brand/writing](https://www.bsu.edu/brand/writing)

Communicating the Essence of Our Story Through Design

Ball State University's design philosophy reflects our strong academic quality and puts our students at the center of our educational experience. 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 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 with strong vertical lines and 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.

Academic quality

Academic rigor

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

Inclusive

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 BALL STATE LOGO

One Identity, Two Marks

The Ball State University institution mark is used to endorse all communication materials that officially represent our University. Consistent use enhances public recognition of Ball State. The vertical and horizontal treatments shown are 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.

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
- presentations, papers, and correspondence with research and peer institutions or professional audiences
- building signage
- vehicle identification



**BALL STATE
UNIVERSITY**



**BALL STATE
UNIVERSITY**

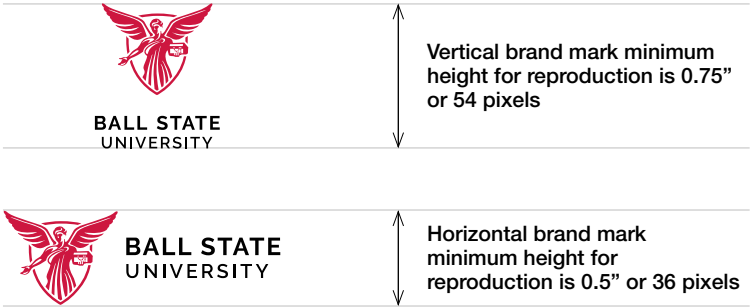
All Ball State University marks referenced here are registered trademarks or pending trademark approval and must be used with permission from Marketing and Communications. Request permission through umc@bsu.edu. Do not recreate these marks.

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.

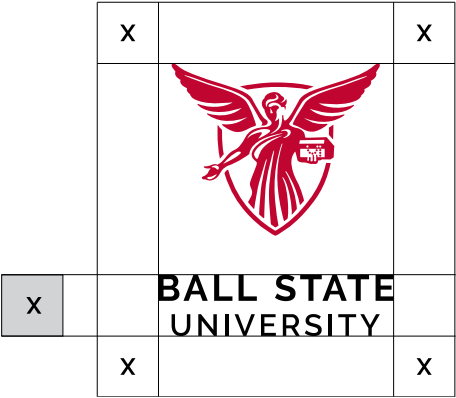
Please consult with your account strategist at Marketing and Communications if your needs can't accommodate these minimum sizes. We are happy to assist.



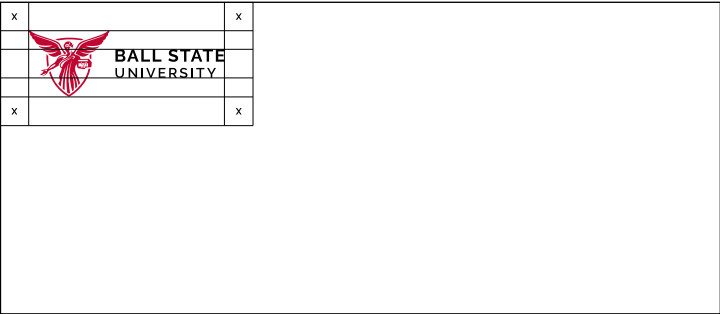
Respecting Beneficence

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.



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.

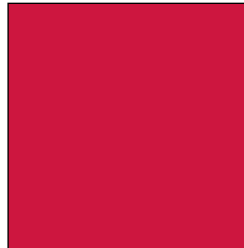
To ensure constancy and vibrancy, cardinal red should never be screened (tinted or set to a lower opacity than 100 percent). When a vendor has only standard color swatches that don't match our specific red, make every effort to find the closest pure red (no burgundy, rust, orange, or pink tones). If 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 request exception to these guidelines, please contact your account strategist on the Marketing and Communications team.

Primary colors



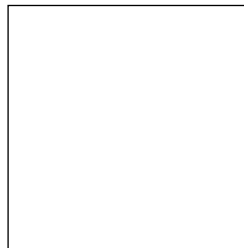
Cardinal Red

Pantone Matching System (PMS) 200

RGB: 186, 12, 47

CMYK: 3, 100, 70, 12

HEX: #BA0C2F



White

PMS N/A

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

HEX: #FFFFFF

Secondary colors



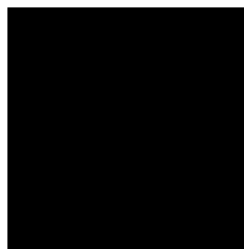
Gray

PMS 425

RGB: 84, 88, 90

CMYK: 48, 29, 26, 76

HEX: #54585A



Black

PMS process black

RGB: 0, 0, 0

CMYK: 0, 0, 0, 100

HEX: #000000

Web secondary color



Light gray (web only)

RGB: (Marketing and Communications will provide these values)

HEX: (Marketing and Communications will provide these values)

Gradient Gray

To help make a stronger focal point to our photo subjects, a consistent gradient background has been created. In addition to pulling the eye to the subject, the gradient background adds verticality and dimension to backgrounds. This background is not to replace or overpower our primary color, cardinal red.

Gradient background



Gradient background

RGB (light gray): 74, 71, 70

RGB (dark gray): 0, 0, 0

CMYK (light gray): 61, 56, 56, 46

CMYK (dark gray): 75, 68, 67, 90

Example of gradient background in the latest Ball State University billboard campaign.



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.

- When using a white background, the two-color version is preferred.
- When appearing on a red background, the entire mark should reverse out to white.
- When one-color printing is the only option, the mark needs to be displayed entirely in red or black (one color) on a white background.
- 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 request exception to these guidelines, please contact your account strategist on the Marketing and Communications team.

Two-color



One-color red



One-color black



Reverse on cardinal red



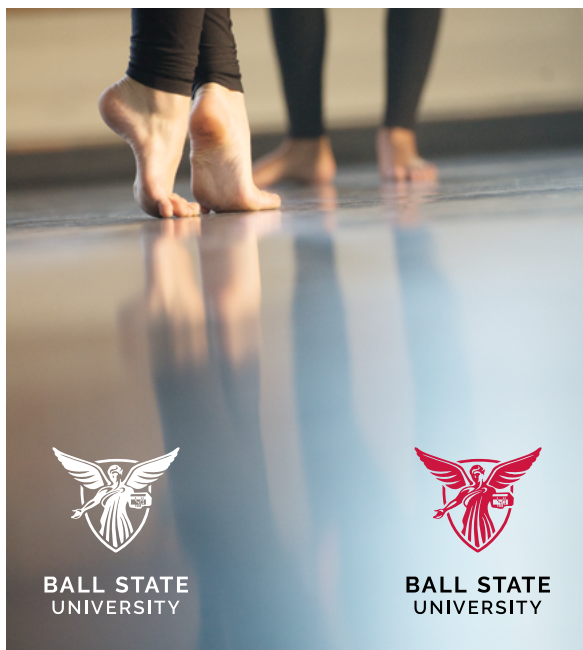
Unacceptable Color Treatments

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.

If you need to request exception to these guidelines, please contact your account strategist on the Marketing and Communications team.

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



**BALL STATE
UNIVERSITY**

College of Fine Arts
School of Music



**BALL STATE
UNIVERSITY**

Miller College of Business
Center for Professional Selling



**BALL STATE
UNIVERSITY**

Department of
Communication Studies



**BALL STATE
UNIVERSITY**

R. Wayne Estopinal College
of Architecture and Planning



**BALL STATE
UNIVERSITY**

College of Sciences
and Humanities

Section A



**BALL STATE
UNIVERSITY**

Facilities



**BALL STATE
UNIVERSITY**

Foundation

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.).

**BALL STATE
UNIVERSITY**



**BALL STATE
UNIVERSITY**



**BALL STATE
UNIVERSITY**



**BALL STATE
UNIVERSITY**

If you need to request exception to these guidelines, please contact your account strategist on the Marketing and Communications team.

Athletics/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.



Presidential Seal

The Ball State University Seal 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.



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 "We Fly" brand theme, as represented in the following examples, appears at the bottom of the vertical institutional lockup and at the top of the lockup for individual college or department vertical marks.



**BALL STATE
UNIVERSITY**

WE FLY



**BALL STATE
UNIVERSITY**

WE FLY



**BALL STATE
UNIVERSITY**

WE FLY



**BALL STATE
UNIVERSITY**

College of Sciences
and Humanities
Department of English



**BALL STATE
UNIVERSITY**

College of Sciences
and Humanities
Department of History

TYPOGRAPHY

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 typeface 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 typeface 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 typeface, 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 typefaces should be used sparingly and should not be used in conjunction with Helvetica Neue. Marketing and Communications must approve any use of replacement typefaces.

We recommend purchasing Helvetic Neue LT Std from the typeface site myfonts.com or other sites that offer it.

Helvetica Neue LT Std 35 Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue LT Std 36 Thin Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue LT Std 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue LT Std 46 Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue LT Std 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue LT Std 56 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

(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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue LT Std 66 Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue LT Std 75 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue LT Std 76 Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue LT Std 85 Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue LT Std 86 Heavy Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

REPRESENTING THE **BRAND** WITH MEDIA

A Strong 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, movement, 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.



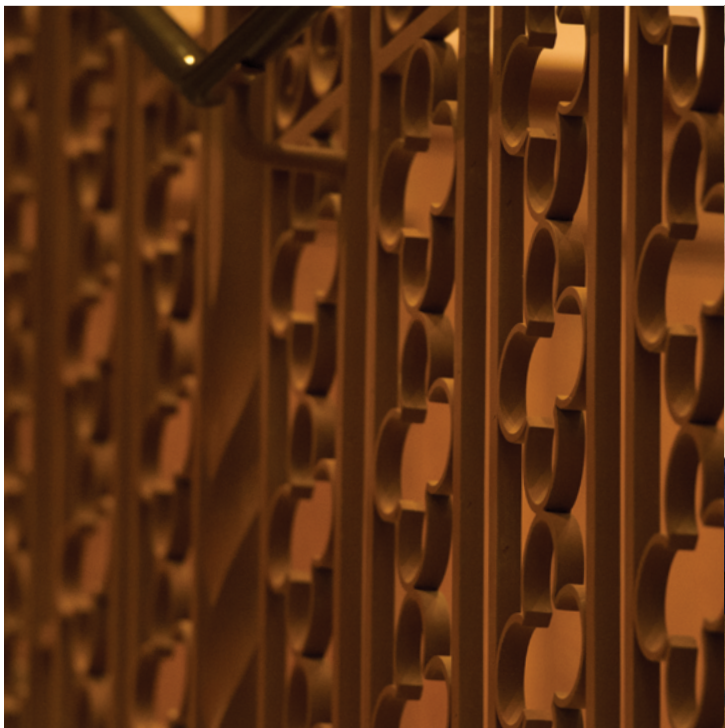
Example of personality photo within brand



Example of branded silhouette photo for individual profiles



Example of branded texture photo for use as accents



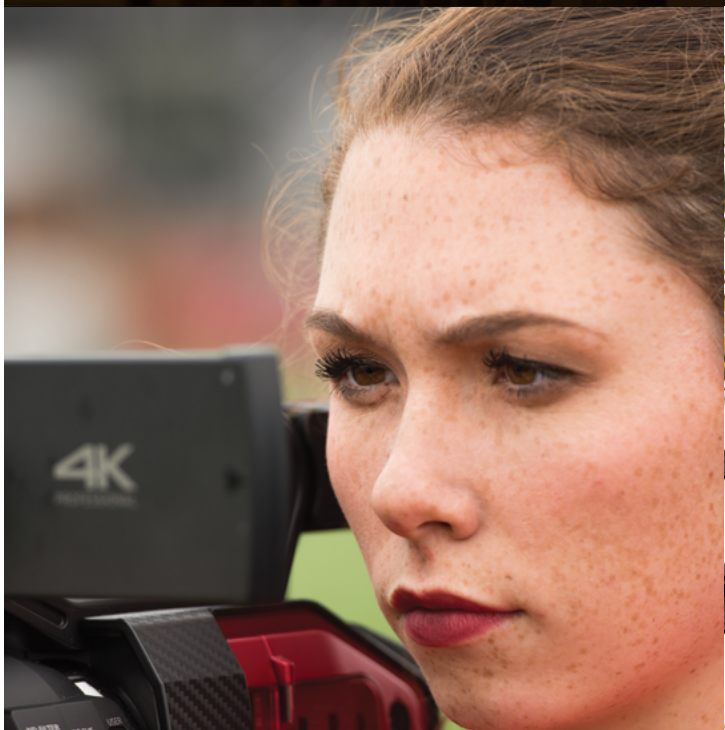
SAMPLE IMAGE INFORMATION:

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

Photographic textures are a brand accessory that helps to add color, interest, and authenticity to our marketing materials.

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.

Graphic treatment:

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

Some textures can be found at bsu.edu/brand. For custom textures to help tell the story of your unit, see your assigned account strategist.



Textural photo before applying graphic treatment



Textural photo after applying graphic treatment

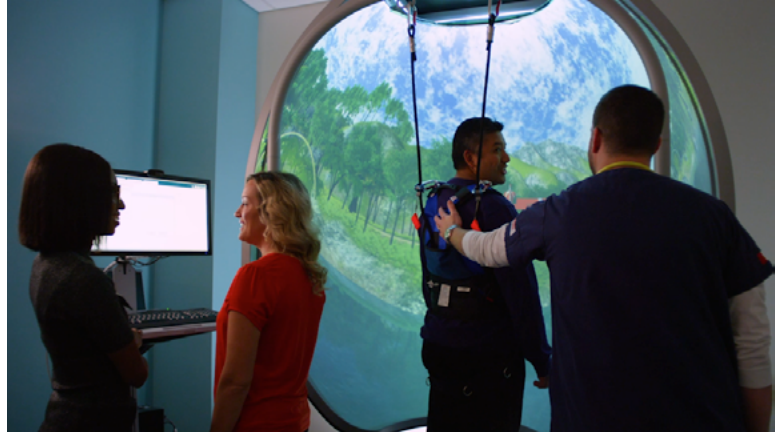
Videography

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

Videography attributes include:

- diversity and inclusion 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 warmth and 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](#).

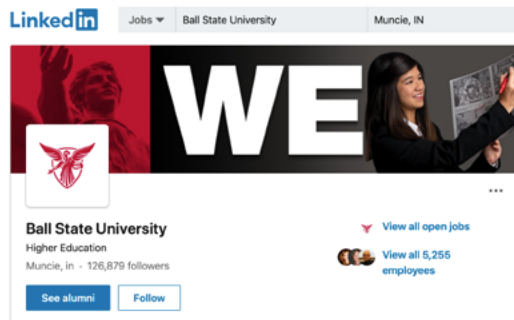
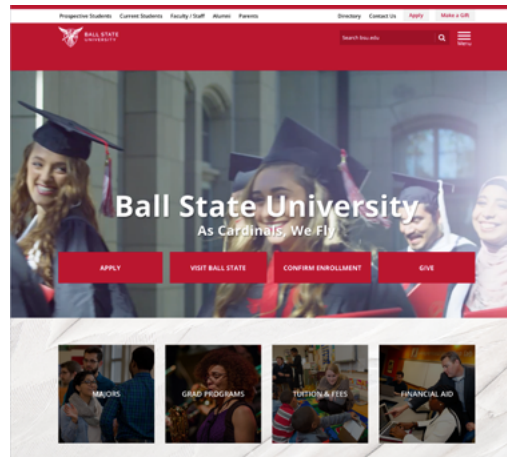
To download branded video lower thirds, see bsu.edu/brand.



Website & Social Media Branding

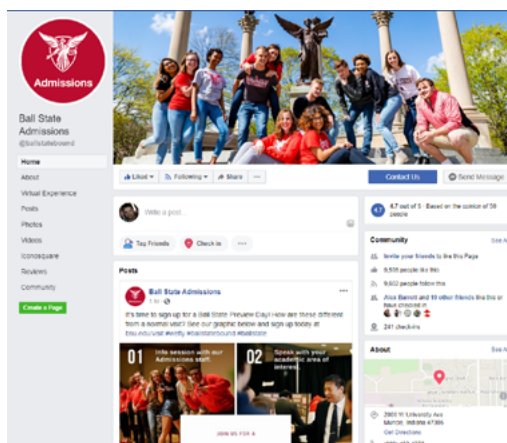
To unify the brand on all websites and social media platforms that represent an official Ball State area, the Digital Marketing team has developed standards for colleges, departments, and units.

For assistance to brand your area's avatars, icons, headers/footers, and other digital graphic assets, please contact your assigned account strategist on the Marketing and Communications team.



About us

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.



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. To request your supply of print stationery or electronic stationery, 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. Additional logos or marks are not permitted.

Names of individuals are not permitted on official letterhead.

Use of electronic stationery is permitted if email delivery or digital posting is needed and it is still official business of the University. Electronic stationery is not to be used to print letterhead on non-approved stock.

	 BALL STATE UNIVERSITY	
<p>Date</p> <p>Recipient Title Address City, State, ZIP</p> <p>To whom it may concern,</p> <p>Sapelecto etur aut faceri acilicabore estio. Sint aut odistot atquatem voloria nducill uptius aut idebitatur? Quiaspero ipsum sequia con rem veliquatis et et exceperum acipsapero ommolo conse event poresed mintiasiniel faccaborita cum simendebis aut fugiaecus repero consent am es molut re dolorep rennatu riatassum es est volore oditinci accus dolores voloressi officab orruntin poruptatur adit mod explaboritio tem nobitas siniendi in rerum qui tessequ ametur accum earunti antione nimillo rionseque voluptae net exeriorepe peribus aut everum idestrum doluptaquae nihilique exerchit, optatectur moloresto et eum s est volore in num rent aut quia quia vellanis et el evel idipsae. Nam ea volescid ut que re, que con ressimu sandunt yloforest landent.</p> <p>Et et, nos aut eum que voluptatem que lab in eostinc illendanto vent enis nis as soloren imolore riatem endit ut porro tem exerit quia disitatur ad magnimusam fuga. Catetus inus aces id quodipsapis sam invellanitas accae por aliti utatit lorerrum quid que plab il et libus.</p> <p>Ur si cuptaepudae voluptas essit velectur magni qui untur?</p> <p>Ucillupat dolla sit voloresseque non re volorpo rporio optibus dolessi tasitatquid quiae sint etur, ut volorec aboriorrum ad qui cones autecera et fuga illant, aliqua consed ut que sit resentibus, auda con plibusam que pliatque veleniatem verferum quasser uptate volo illuptatest, illabor alitatis esciis quamus audiscient ad qui imus everit hillaerae mos adis nus eaque perum rem fugitati culpa doluptis moluptaqui quias nonet quae doluptaque nonserum non eatibus, voluptatinum quate offic te cus ut volores nonseriat volorem sae sint ma nobis et offictem quid et ad qui tem exererro vercimet harum fuga. Pit maio.</p> <p>Sincerely,</p> <p>Sender</p>		
	<p>College/Division Name Department Name Muncie, Indiana 47306-0000 Phone: 765-285-0000 email@bsu.edu bsu.edu/yourwebsite</p>	

Business Card

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



Front

 BALL STATE UNIVERSITY W E F L Y	Name (required) Preferred Pronouns (optional) Title (optional) College/Division Name (required) Department (optional) Address Line (optional) Muncie, Indiana 47306 Phone: 765-285-0000 (optional) Cell: 000-000-0000 (optional) email@bsu.edu (optional) bsu.edu/department (optional)
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Option 1—Back

Name (required) Preferred Pronouns (optional) Title (optional) College/Division Name (required) Department or Center Name (optional)	Address Line 1 (optional) Address Line 2 (optional) Muncie, Indiana 47306 Phone: 765-285-0000 (optional) Cell: 000-000-0000 (optional) email@bsu.edu (optional) bsu.edu/department (optional)
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Option 2—Back

#10 Business Envelope

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**BALL STATE
UNIVERSITY**

Your College/Division Name
Muncie, Indiana 47306-0000



**BALL STATE
UNIVERSITY**

W E FLY