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.

For brand information, downloads, and photos, go to bsu.edu/brand.
01.00: Our History

THE
BALL STATE UNIVERSITY
BRAND STORY
Our History

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 from more than 206,000 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’s 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 founders, their work in the community, and the generations of students the Ball family’s generosity has touched.

Today, this gift continues to symbolize reaching out to one’s community, 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.
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 are an educational environment that is accessible and affordable.
• 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
February 2022
SUPPORTING OUR STORY
**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, and 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.

"We Fly" is trademarked by Ball State University.
Find your passion and purpose here.

Our immersive, hands-on learning environment and our collaborative, outstanding faculty provide the perfect setting for you to continue your lifelong journey to a fulfilling career and a meaningful life.

Ball State is accessible and affordable.

Ball State works hard to deliver a quality education that is affordable.

Ball State is committed to your bright future.

We embrace the future, and our students, faculty, and staff have the intellectual curiosity, courage, determination, and dedication to shape it. Join us.

Place matters, and that is particularly true on our beautiful, diverse, and inclusive campus.

The perfect size of our campus is distinctive. Every walk across campus means you’ll be welcomed by familiar faces but also meet new people. From day one, learning opportunities bring hands-on experiences. Faculty interaction brings partnership and support. At Ball State, relationships last a lifetime.

We inspire.

Higher education is the beginning of a lifelong quest for personal development. Our welcoming culture, outstanding professors, and focus on innovation and collaboration provide the foundation for a fulfilling career and a meaningful life.

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

At Ball State, we prepare Cardinals to transform their communities—and to change the world. And we’ve dedicated our University to do the same.

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 guide for our next century.

Colleges have specific college messaging. See your account strategist to review those.

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

See pages 38–39 for First Year Experience messages and for Lifetime Learning by Ball State messages.
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.

Words and phrases highlighted in red are ranked highest by current students as important to the Ball State experience.

Academic quality  Impact
Academic rigor  Inclusive
Aspirational  Innovative
Collaborative  Inspirational
Commitment  Intellectually curious
Community engaged  Inventive
Confident  Leadership
Connections  Opportunities
Convergence  Outcomes
Creative  Partnerships
Discovery  Passion
Distinctive  Perfect size
Diverse  Personal
Empowered  Real-world
Energetic  Student-centered
Engaged  Success
Excellence  Supportive
Exhilarated  Technologically innovative
Convergence  Transformative
Creative  Upward
Discovery  Vibrant
Distinctive  Welcoming
Diverse  World-class
Empowered  Hands-on research
Engaged  Idea execution
Excellence  Imaginative
Exhilarated  Immersive
Forward-looking  Return to Table of Contents
Friendly  Return to Table of Contents
Gratitude  Return to Table of Contents
Hands-on research  Return to Table of Contents
Idea execution  Return to Table of Contents
Imaginative  Return to Table of Contents
Immersive  Return to Table of Contents

Return to Table of Contents
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 of the traditional edge.
MARKS, PATTERNS, COLORS, AND TEMPLATES
One Identity, Two Marks

The Ball State University institution mark, often referred to as the logo, is used to endorse all communication materials that officially represent our University. Consistent use enhances public recognition of Ball State. The vertical and horizontal marks 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. Avoid using the Beneficence/shield without wording.

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

All Ball State University marks referenced here are registered trademarks and must be used with permission from Marketing and Communications at 765-285-1571. Request permission through umc@bsu.edu. Do not recreate these marks. Do not attempt to typeset. Do not distort or use portions of the mark. Marks can be downloaded in the logo section of our branding website.
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. 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 consistency 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 primary 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.

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

Black
PMS process black
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100
HEX: #000000

Dark Red
PMS 188
RGB: 121, 36, 47
CMYK: 33, 92, 73, 38
HEX: #79242F

Dark Gray
PMS 425
RGB: 84, 88, 90
CMYK: 48, 29, 26, 76
HEX: #54585A

Web secondary color

Light Gray (web only)
RGB: (Marketing and Communications will provide these values)
HEX: (Marketing and Communications will provide these values)

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

Branded patterns can be used to add visual interest and texture where appropriate. While multiple patterns can successfully be used in tandem, it’s advised to stick to one or two patterns per piece. Patterns should be a supporting element of the piece—never the focal point.

*Patterns can be obtained in the downloads section of our branding website.*

Examples of pattern backgrounds.
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.
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. Degrees are also a choice in some applications.

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 on and in campus facilities and grounds. Signs follow approved standards for ADA compliance, etc. Contact Facilities at 765-285-5082 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.

Section A
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.
- Never attempt to typeset.

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 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: official stationery, business cards, sports advertising, uniforms, publications, programs, and licensed apparel and novelties.

*Permission to use the official University Cardinal mark for commercial and noncommercial uses such as sportswear and novelty items must be obtained from Trademark Licensing at 765-285-1104.*

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**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.
Special Marks

A few vintage marks have been approved for limited run, retail sales only, and are available to the approved Ball State Tradition line licensees only.

For more information on the Ball State Tradition line of licensed apparel and novelties, contact Trademark Licensing at 765-285-1104.
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.

“We Fly” is trademarked by Ball State University.

All Ball State University marks referenced here are registered trademarks and must be used with permission from Marketing and Communications at 765-285-1571. Request permission through umc@bsu.edu. Do not recreate these marks. Do not attempt to typeset. Do not distort or use portions of the mark.

Logos can be obtained in the logo section of our branding website.
Our Typefaces

Part of the visual language of Ball State University is communicated through the use of type. Our branded fonts are Acumin Pro Extra Condensed Bold for headlines only and Helvetica Neue LT Std (also labeled Neue Helvetica). These typefaces were chosen to reflect the attitude of our institution:

- Clear
- Iconic with edge
- Forward-thinking
- Unpretentious

**Acumin Pro Extra Condensed Bold should only be used for headlines. For consistency, please limit to only Acumin Pro Extra Condensed Bold and not other weights or styles of the font Acumin.**

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 Helvetica LT Std from the typeface site myfonts.com or other sites that offer it. Acumin Pro Extra Condensed Bold is an Adobe font, and Ball State employees can activate it for free at adobe.com. (Use Ball State username and password.)

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**Acumin Pro Extra Condensed Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**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 VISUAL ASSETS
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.

Looking for photos?
Download professional Ball State photos for your marketing needs in our PhotoShelter digital asset management system.
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.

Textures can be obtained in the images and graphics section of our branding website. 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 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, children in the classroom, zoology labs, our community clinic, and immersive learning experiences.
  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.

• Any drone use must adhere to the Drone Policy; see the Office of Risk Management.

*Video assets can be download on our branding website.*
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 the social media strategist on the Marketing and Communications team.
BUSINESS CARDS, ENVELOPES, & LETTERHEAD
Official Letterhead

To conduct the official business of the University, this standard format is used for almost 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. To request your electronic stationery template, contact Printing Services.
Business Card

Ball State University business cards are reserved for faculty and staff of the University. Undergraduate students are not eligible for business cards unless they are paid employees conducting business on behalf of Ball State in the unit in which they are employed and have received approval from their unit supervisor.

Students who desire personal, nonbranded business cards can purchase them through Printing Services.
#10 Business Envelope

Ball State University business envelopes complement the official letterhead. The return address is customizable. For ordering information, contact Printing Services.

[Your College/Division Name]
Muncie, Indiana 47306-0000
FIRST YEAR EXPERIENCE
& LIFETIME LEARNING
First Year Experience

At Ball State, we know the first year of college can be challenging for students and their circle of support. Ball State is committed to help our students meet those challenges from the very beginning of their time as a Cardinal. Ball State has reimagined the First-Year Experience to help students from all backgrounds thrive. These messages and identity system were created to unify the programming and systems during the first year.

Message 1:
The entire Ball State community is committed to ensuring student opportunity and success—from day one.

You have what it takes to succeed. Now you are part of the Ball State family, a vast community of support. Our faculty, staff, graduates—and even your fellow classmates—lift you up. We will help you triumph over challenges and embrace new opportunities. Together, We Fly.

Message 2:
We empower students to “fly.”

The First-Year Experience is part of Ball State’s commitment to empowering students to succeed. It is intentionally designed so everyone has the opportunity to thrive. We help new students navigate the campus—its systems, its resources, and its culture. Our strengthened programming includes new tools for success. We will help you clearly see, reach, build on, and celebrate each milestone in your first year and beyond.

Message 3:
We value the intrinsic worth of every member of our community.

These words are from our Beneficence Pledge—and we hold them close. To be a Ball State Cardinal is to live the values represented by Beneficence: excellence, innovation, courage, integrity, inclusiveness, social responsibility, and gratitude. These enduring values will guide Your First-Year Flight Path and set you up for a successful college experience.

Message 4:
Embrace this moment! Your first year of college is transcendent and will change your life.

We are your partners in connecting your academic journey with your career journey. Your First-Year Flight Path will be robust in experiences and abundant in relationships. Ball State’s manageable size and welcoming community make it easy to tap into these positive experiences and supportive relationships.

Your 1st Year Flight Path
Lifetime Learning by Ball State

In 2022, the University will be introducing a new strategic initiative to non-credit learners: Lifetime Learning by Ball State. Within this new on-demand, educational hub, adult learners will find an array of micro-credentials, badges, and skill building programs that are collaborative, innovative, and designed for busy lifetime learners.

This logo treatment, tagline, and messages have been approved for use.

Main Message: Expanding our mission.
At Ball State, we are expanding our reach and impact along the continuum of human development by serving adults throughout their lifetime educational journey. Whether your learning goals lead to professional development or personal enrichment, being a Lifetime Learner at Ball State will help you fulfill your passion and purpose. Come FLY with us.

Message 1: The expertise of a major university.
As a respected research university, Ball State provides lifetime learners with access to the very best we have to offer—the knowledge and skills of faculty and other experts, coupled with success coaches who may help you align learning opportunities with individual career goals and industry needs. At Ball State, we offer a learning community to help you chart your flight path to a fulfilling career and a meaningful life. Together WE FLY.

Message 2: You’re busy. We’re flexible.
A Ball State education is already known to be valuable, accessible, and affordable. Now with Lifetime Learning by Ball State, we are more flexible than ever for adult learners who want to learn, grow, and thrive. Our frictionless experience is on your terms—your timetable, your lifestyle, your budget. It also means quicker access to knowledge and skills that you can put to work right away. Let us meet you where you are and take you where you want to go. Come FLY with us.

Message 3: Always relevant.
An ever-changing world requires that working adults continually develop an adaptable set of skills to be successful. Whether you are seeking a promotion, upskilling in place, returning to the workforce, or preparing for a career change, Ball State is attuned to marketplace needs and in-demand skills and credentials. Our mission: your journey.

Message 4: (Enrichment) Look inward.
You have interests—large and small—that are calling to you. Whether it is self-discovery, personal enrichment, or just something from your bucket list, satisfy your limitless curiosities through Lifetime Learning by Ball State.

Message 5: (For Alumni) Trusted excellence.
Ball State is where you found your passion and purpose. But your academic degree is only the beginning of your lifetime educational journey. We stand ready as your trusted partner and guide as you seek new knowledge and skills that enrich your life and allow you to flourish in your career. Let us be your preferred provider. And welcome back... again and again.

Message 6: (For Prospective Industry Partners) Powerful partnerships.
Ball State has a rich history of partnering with employers of all types and sizes. As employers, you depend on an engaged workforce that is in step with innovation, ahead of your competition, and aligned with your organizational values. Lifetime Learning by Ball State offers a breadth of expertise—from healthcare to business, from STEM to teacher education, from communication to the arts and design. We will partner with you to develop training and executive programs that are customized to your organization's talent development needs, when and where you need them.

If you want additional information on these special initiatives, contact your area's account strategist in Marketing and Communications.