

125 ANNIVERSARY LOGO STYLE GUIDE

To honor Ferris State University's 125-year anniversary, the University has created a special logo for the occasion.

If you have questions about logo use, call Al Williams, Marketing Communications, at ext. 2332.

PRIMARY LOGO

FERRIS STATE UNIVERSITY



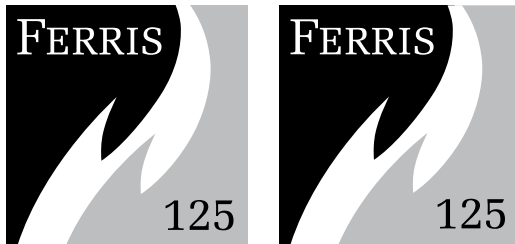
Imagine More

The logo containing a signature line can be used instead of a signature line.

If the signature line is also on the communication, choose a logo without the signature and *Imagine More*.

Black and white printing

FERRIS STATE UNIVERSITY



Imagine More

Optional logo for unique sizes



Imagine More

2-color portrait logo with signature and tag line

For downloadable versions of the logos, search for "graphic standards."

Minimum size each logo with **signature and tag line** should be:

1 inch wide



Preferred location

Use of logo on letterhead and envelopes

Note: You can use your office color printer to add the logo to existing stationery or order from the Copy Center or University Printing.

COLOR PALETTE



PMS 200 PMS 123

Logo should not be used in metallic PMS 8005.

Resources

Letterhead, envelopes or business cards:
Copy Center, ext. 5914, or University Printing, ext. 2850

Banners or podium signs:
Media Production, ext. 2850