

BRAND GUIDELINES

FERRIS STATE UNIVERSITY

Welcome

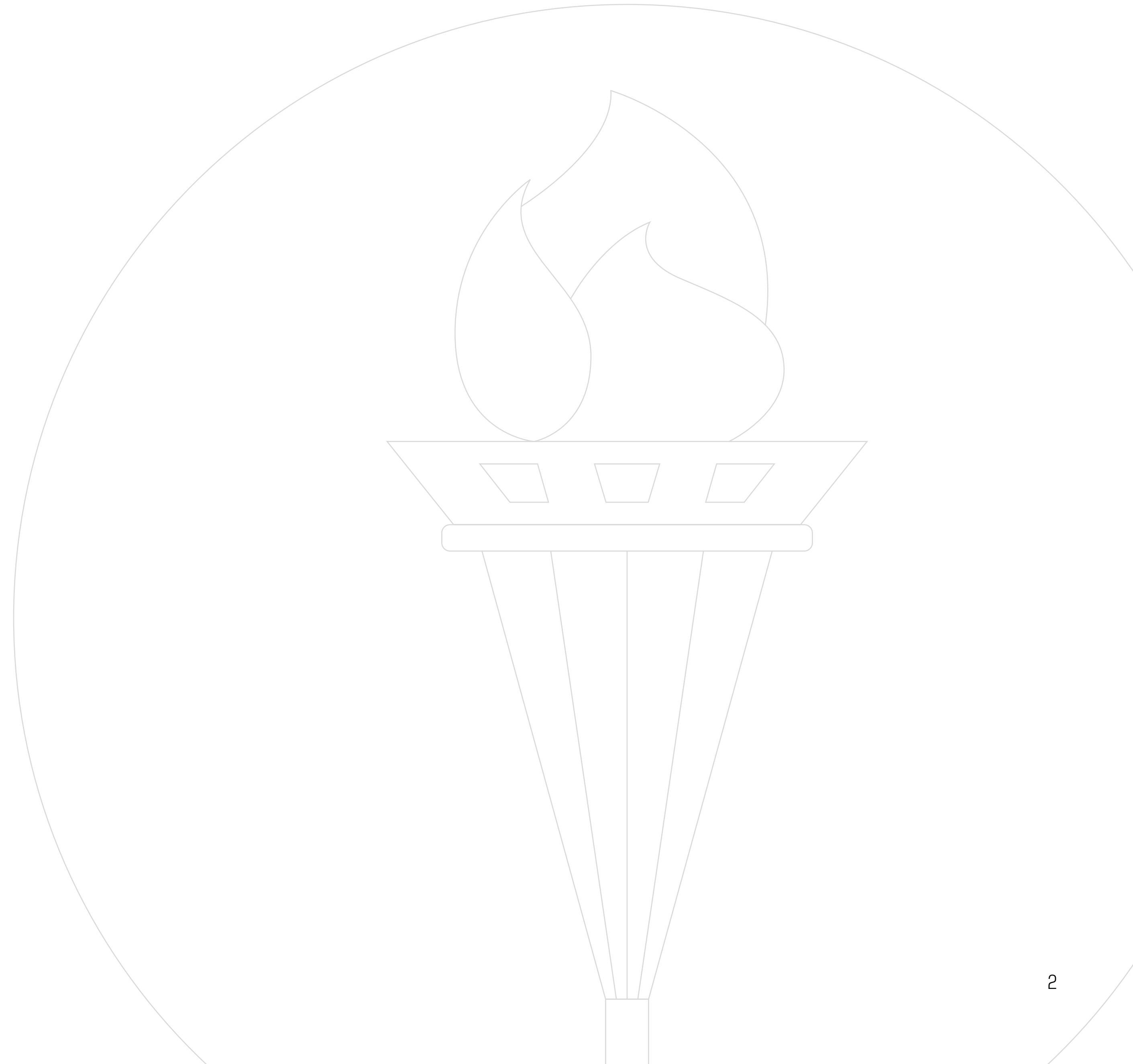
These guidelines are provided to build awareness and support for Ferris State University's updated brand and marketing campaign.

Brand resources are shown here for information only.

Toolkit files referenced in paths given throughout this document (example below) are provided to professional design staff and vendors upon request. Please contact **annehogenson@ferris.edu** for more information.

All others are advised to use resources provided for download at **ferris.edu/visual-identity** or to contact **nateclark@ferris.edu** for access to the university's publication template system.

TOOLKIT ► [FOLDER NAME]



BRAND MESSAGING

The background is a dark charcoal gray. It features several horizontal bars of varying lengths and shades of gray, some of which are slightly offset or staggered, creating a sense of depth and movement. A single, thin horizontal bar with a red-to-orange gradient is positioned directly beneath the text.

Voice and Style

While our brand voice must stay consistent, there's room for flexibility when speaking to our unique audience groups. **Language and communication style should be adjusted to resonate with the specific audience we're reaching.**

When reaching prospective students, our style can be more casual and conversational. When communicating with adult stakeholders, professionals or organizations, our style should be professional and informative.

Editorial Approach

**NARRATIVE, ENGAGING, INSPIRATIONAL,
TIGHT-KNIT, ADAPTIVE, IMMERSIVE**

- a. This is a foundation that moves you.
- b. This isn't just the course, the professors and the diploma. This is for the welder who happens to be our starting goalie. This is for the optometrist who sees a future with not one, not two, but three practices.
- c. Don't sit at the desk. Build the office.
Welding Engineers earn \$70K on average.

Informational Approach

FACTUAL, DIRECT, IMPACTFUL

- a. Ferris moves at the speed of industry.
- b. We keep our education relevant with hands-on, lab-based learning. Our professors are career practitioners, equipping students with the industry skills, experience and knowledge they'll need to make an impact right away.
- c. Employers want more than a college degree.
They want job candidates with real-world experience.

Ferris Forward

What Does It Mean?

“Ferris Forward” speaks to our vocational roots and devotion to a hands-on, practical approach to education that moves students forward at the speed of industry.

THIS IS A FOUNDATION THAT MOVES YOU.
FERRIS FORWARD.

AT THE END OF A HEADLINE OR SENTENCE TO PUNCTUATE AN IDEA

FERRIS STATE UNIVERSITY

FERRIS FORWARD

AS A LOCKUP WITH THE LOGO

ARE YOU FERRIS FORWARD?

AS A TITLE

Content Considerations



General recommendations
for keeping copy clear,
consistent and engaging.

Simplify messaging to scale down copy

1

Identify a single overarching message for each piece to avoid information overload.

Tell a cohesive story

2

Describe the experience and direct students to web/digital for more details.

Convey who you are in addition to what you offer

3

Sprinkle in editorial content that speaks to the values, culture and overall ethos of Ferris—section headlines/subheads/intro copy is a good place for this type of content.

Emphasize key information

4

Use callouts to highlight significant information and add context to facts/stats.

Dial up the empathy

5

Use student stories to demonstrate the level of support they receive from faculty and staff.

Targeted Messaging

Alumni, internal constituents, parents and community

AUDIENCE GROUP A

Expository Approach: direct, proven, insightful

- a. Ferris moves at the speed of industry.
- b. Employers want more than a college degree. They want job candidates with real-world experience. At Ferris, we tailor program curricula to meet industry demands—getting students closer to their craft right from the start.
- c. Instructors are more than professors, they're industry professionals. Offering invaluable insights, trade secrets and business connections to fuel a lifelong career.

Donors, industry and policy makers

AUDIENCE GROUP B

Descriptive Approach: impactful, inspiring, dedicated

- a. Ferris moves at the speed of industry.
- b. Ferris was founded to prepare students with the knowledge, skills and experiences they need to make an impact right away.
- c. We keep our education relevant with hands-on, lab-based learning. Our professors are career practitioners, equipping students with the industry skills, experience and knowledge they'll need to make an impact right away.

Prospective and current students

AUDIENCE GROUP C

Narrative Approach: immersive, experiential, moving

- a. Work side-by-side with industry pros.
- b. Move ideas. Move minds.
Move the world forward.
- c. This is an unbreakable foundation that fuels lifelong careers. From writers and actors to CEOs and Stanley Cup winners, Ferris grads take their hands-on experiences everywhere they go. Where will Ferris take you?

The background is a dark gray to black gradient. It is decorated with numerous horizontal bars of varying lengths and shades of gray. These bars are scattered across the frame, some appearing as thin lines and others as thicker segments. A single, prominent bar with a red-to-orange gradient is positioned horizontally below the word 'LOGO'.

LOGO

Wordmark

The elevated brand logo is now a wordmark, removing the flame icon as the new look and feel incorporates other graphical elements that represent the brand.

There are two versions of the wordmark: horizontal and stacked. **The stacked version must always be center aligned.**

FERRIS STATE UNIVERSITY

HORIZONTAL

[TOOLKIT](#) ▶ [LOGOS](#) ▶ [WORDMARK](#) ▶ [HORIZONTAL](#)

FERRIS STATE UNIVERSITY

STACKED

[TOOLKIT](#) ▶ [LOGOS](#) ▶ [WORDMARK](#) ▶ [STACKED](#)



CLEAR SPACE

FERRIS STATE UNIVERSITY



1.5 IN. / 200 PX

FERRIS STATE
UNIVERSITY



0.75 IN. / 100 PX

MINIMUM SIZE

Clear Space

The logo needs to breathe, so there is a minimum clearance for logos and logo lockups. An easy way to measure the minimum clear space around the logo is to use the **height of the “F”** as a guide.

Minimum Size

To ensure legibility for any size document, there is a minimum size for each version of the logo for both print and digital applications. **For the horizontal version, the minimum size is 1 in. wide for print and 200 px for screen. The stacked version has a minimum size of 0.75 in. wide for print and 100 px for screen.**

Color Variations

Picking the right logo color variation is key to legibility and maintaining a clean aesthetic overall. **See the different color variations for each background style on the next page.**

FERRIS STATE UNIVERSITY

BLACK LOGO / WHITE BACKGROUND

FERRIS STATE UNIVERSITY

LIGHT GRAY LOGO / WHITE BACKGROUND

FERRIS STATE UNIVERSITY

WHITE LOGO / BLACK BACKGROUND

FERRIS STATE UNIVERSITY

DARK GRAY LOGO / BLACK BACKGROUND

FERRIS STATE UNIVERSITY

WHITE LOGO / GRADIENT BACKGROUND

FERRIS STATE UNIVERSITY

WHITE LOGO / IMAGE BACKGROUND

Lockups

The wordmark can be locked up three ways: **with the tagline, a co-brand, and the URL**. These lockups are to ensure consistency throughout the brand as well as other departments within the university.

Tagline Lockup

The official tagline of the university is “**Ferris Forward.**” There are many ways to use this line, but when locking it up with the workdmark, use a gradient divider between.

FERRIS STATE UNIVERSITY

FERRIS FORWARD

HORIZONTAL

[TOOLKIT](#) ▶ [LOGOS](#) ▶ [LOCKUPS](#) ▶ [TAGLINE](#) ▶ [HORIZONTAL](#)

FERRIS STATE
UNIVERSITY

FERRIS FORWARD

STACKED

[TOOLKIT](#) ▶ [LOGOS](#) ▶ [LOCKUPS](#) ▶ [TAGLINE](#) ▶ [STACKED](#)

URL Lockup

A URL lockup is also available to **drive readers to the site**. This can also be used in instances where the tagline is already a part of the headline.

The lockup structure and composition is the same as the tagline lockup.



HORIZONTAL

[TOOLKIT](#) ▶ [LOGOS](#) ▶ [LOCKUPS](#) ▶ [URL](#) ▶ [HORIZONTAL](#)



STACKED

[TOOLKIT](#) ▶ [LOGOS](#) ▶ [LOCKUPS](#) ▶ [URL](#) ▶ [STACKED](#)

Co-Brand Lockup

Co-brand lockups are very similar to tagline and URL lockups, except for the smaller font size. The co-brand is right aligned for horizontal versions, and center aligned for stacked. **Note that long co-brand names may run into two or three lines.**



HORIZONTAL / SHORT TITLES

[TOOLKIT](#) ▶ [LOGOS](#) ▶ [LOCKUPS](#) ▶ [CO-BRAND](#) ▶ [HORIZONTAL SHORT](#)



STACKED / SHORT TITLES

[TOOLKIT](#) ▶ [LOGOS](#) ▶ [LOCKUPS](#) ▶ [CO-BRAND](#) ▶ [STACKED SHORT](#)



HORIZONTAL / LONG TITLES

[TOOLKIT](#) ▶ [LOGOS](#) ▶ [LOCKUPS](#) ▶ [CO-BRAND](#) ▶ [HORIZONTAL LONG](#)



STACKED / LONG TITLES

[TOOLKIT](#) ▶ [LOGOS](#) ▶ [LOCKUPS](#) ▶ [CO-BRAND](#) ▶ [STACKED LONG](#)

Co-Brand, Sub-Brand Lockup

Co-brand lockups may also have an additional line of text underneath the title. **This sub text uses the extra light weight of Input Sans Compressed** to separate it from the main title. Stacked lockups with long titles use a smaller font size and tighter tracking to avoid running into four lines.

FERRIS STATE UNIVERSITY

ACADEMIC SUPPORT CENTER
STRUCTURED LEARNING ASSISTANCE

HORIZONTAL / SHORT TITLES

TOOLKIT ▶ LOGOS ▶ LOCKUPS ▶ CO-BRAND AND SUB-BRAND ▶ HORIZONTAL SHORT

FERRIS STATE
UNIVERSITY

ACADEMIC SUPPORT CENTER
STRUCTURED LEARNING
ASSISTANCE

STACKED / SHORT TITLES

TOOLKIT ▶ LOGOS ▶ LOCKUPS ▶ CO-BRAND ▶ STACKED SHORT

Color Variations

All lockups share a common system when it comes to selecting the correct color variation against your background. **See the different variations on the next page.**

FERRIS STATE UNIVERSITY

SCHOOL OF BUILT ENVIRONMENT
HEATING, VENTILATION, AIR CONDITIONING
AND REFRIGERATION

HORIZONTAL / LONG TITLES

TOOLKIT ▶ LOGOS ▶ LOCKUPS ▶ CO-BRAND AND SUB-BRAND ▶ HORIZONTAL LONG

FERRIS STATE
UNIVERSITY

SCHOOL OF BUILT ENVIRONMENT
HEATING, VENTILATION,
AIR CONDITIONING AND REFRIGERATION

STACKED / LONG TITLES

TOOLKIT ▶ LOGOS ▶ LOCKUPS ▶ CO-BRAND AND SUB-BRAND ▶ STACKED LONG

FERRIS STATE UNIVERSITY

FERRIS FORWARD

PRIMARY LOCKUP / WHITE BACKGROUND

FERRIS STATE UNIVERSITY

FERRIS FORWARD

LIGHT GRAY LOCKUP / WHITE BACKGROUND

FERRIS STATE UNIVERSITY

FERRIS FORWARD

INVERSE LOCKUP / IMAGE (LEGIBLE AREAS ONLY) OR BLACK BACKGROUND

FERRIS STATE UNIVERSITY

FERRIS FORWARD

DARK GRAY LOCKUP / BLACK BACKGROUND

FERRIS STATE UNIVERSITY

FERRIS FORWARD

INVERSE 2 LOCKUP / IMAGE (LEGIBLE AREAS ONLY) OR BLACK BACKGROUND

FERRIS STATE UNIVERSITY

FERRIS FORWARD

WHITE LOCKUP / GRADIENT BACKGROUND

For Embroideries and Imprinting

Gradients may be difficult to produce with embroidery and imprinting.

In these kinds of instances, a modified dividing bar is recommended to use in place of the gradient bar. This simplifies the colors down to the two main solid colors.

The modified bar should only be used as a last resort. The gradient bar should be the priority in terms of usage.

FERRIS STATE UNIVERSITY

FERRIS FORWARD

HORIZONTAL

FERRIS STATE
UNIVERSITY

FERRIS FORWARD

STACKED

The background is a dark gray to black gradient. It is decorated with numerous horizontal bars of varying lengths and shades of gray. These bars are scattered across the frame, some appearing as thin lines and others as thicker segments. A single, prominent bar with a red-to-orange gradient is positioned horizontally below the main text.

OTHER GRAPHICS

Bulldog

The university's Bulldog graphic may be used in materials that support recruitment, spirit and student life activities, as appropriate. It may be used in direct conjunction only with the university's wordmark. It should be presented in full color if at all possible.

Notes on Use

If the Bulldog is used in the same product as a wordmark lockup or unit name, **it must occupy a different space in the design**, such as a separate section of a print document the opposite side of a shirt.



FULL

TOOLKIT ► OTHER GRAPICS ► BULLDOG ► FULL



PEEKING

TOOLKIT ► OTHER GRAPICS ► BULLDOG ► PEEKING

135 Seal ▲

The university's 135 Seal graphic is for short-term use during the university's 135th anniversary year. Versions without a circular stroke around the border are for use only in formats that already have a circular border, such as a social media profile image or round button. The 135 Seal may be used in direct conjunction with the university wordmark only by centering it above the wordmark

Notes on Use

If the 135 Seal is used in the same product as a wordmark lockup or unit name, **it must occupy a different space in the design**, such as a separate section of a print document the opposite side of a shirt.



FULL

[TOOLKIT](#) ▶ [OTHER GRAPICS](#) ▶ [135 SEAL](#) ▶ [STROKE](#)



PEEKING

[TOOLKIT](#) ▶ [OTHER GRAPICS](#) ▶ [135 SEAL](#) ▶ [NO STROKE](#)

LOOK AND FEEL

Brand Colors



The university’s two main colors are **crimson** and **gold**, with crimson used as a foundation and a base for the main colors.

PLEASE NOTE:

HEX value colors differ from standard Pantone (PMS) for reasons of web accessibility. To follow Michigan and federal law, HEX value colors should be used when publications are presented on screen and where Ferris Crimson text is used on a Ferris Gold background, and vice versa.

CRIMSON

RGB	186/18/43
HEX	BA0C2F
CMYK	0/100/63/12
PMS	200C

RGB	17/17/17
HEX	111111
CMYK	0/0/0/93
PMS	419C

RGB	51/51/51
HEX	333333
CMYK	0/0/0/83
PMS	447C

GOLD

RGB	252/201/23
HEX	FFD043
CMYK	0/24/94/0
PMS	123C

RGB	255/255/255
HEX	FFFFFF
CMYK	0/0/0/0
PMS	N/A

RGB	217/217/217
HEX	D9D9D9
CMYK	0/0/0/15
PMS	427C

Gradient

The gradient is a symbol of the school's traditional association with the flame. It also represents students' drive and their desire to work hard for their goals.

This gradient only uses the two main colors: crimson and gold. It can be shown as radial (shown on this page), as a flare (page 32), or linear (page 32).

TOOLKIT ► GRADIENT

Typography

INPUT SANS COMPRESSED

ACTIVATED VIA ADOBE FONTS

INPUT SANS COMPRESSED EXTRA LIGHT

INPUT SANS COMPRESSED EXTRA LIGHT ITALIC

INPUT SANS COMPRESSED MEDIUM

INPUT SANS COMPRESSED MEDIUM ITALIC

The brand uses two typefaces: **Input Sans Compressed** and **Utopia STD**. Input Sans Compressed is a contemporary and bold typeface that elevates the brand to feel modern. On the other hand, Utopia STD grounds the brand back to its roots with an elegant serif typeface. Both fonts have an option to be used as a headline and sub-headline, while Utopia is the primary option for body copy.

UTOPIA STD

ACTIVATED VIA ADOBE FONTS

Utopia Std Regular

Utopia Std Italic

Utopia Std Display

Utopia Std Display Italic

Web-Safe Font

Accessible fonts ensure that everyone receives the same information, including persons using assistive technology. **Hind is an accessible, compliant font that serves as the university's primary Web font and can be used in documents requiring accessibility testing.**

HIND

AVAILABLE IN OMNIUPDATE CMS OR ACTIVATED VIA ADOBE FONTS

Hind Regular

Hind Medium

Hind Semibold

Hind Bold

Alternative Fonts

Alternative fonts allow PC users and others without access to primary fonts to duplicate the look of typography without incurring licensing costs. **System font Georgia can be used in place of Utopia Std. Barlow Condensed is available for free on the Web and can be used in place of Input Sans.**

GEORGIA

SYSTEM FONT

Georgia Regular
Georgia Italic

Georgia Bold
Georgia Bold Italic

BARLOW CONDENSED

FREE DOWNLOAD VIA WEB

Barlow Condensed Regular

BARLOW CONDENSED SEMI-BOLD

Typographic Styling

HEADLINE OPTION 1

INPUT SANS COMPRESSED MEDIUM OR BARLOW CONDENSED SEMI-BOLD / 50 PT TRACKING / ALL CAPS

Sub-headline Option 1

UTOPIA STD REGULAR OR GEORGIA / 0 PT TRACKING / LETTER CASE

EYEBROW TREATMENT Eyebrow Treatment

INPUT SANS COMPRESSED MEDIUM OR BARLOW CONDENSED SEMI-BOLD / 120 PT TRACKING / ALL CAPS OR
UTOPIA STD DISPLAY OR GEORGIA / 0 PT TRACKING / LETTER CASE

Headline Option 2

UTOPIA STD DISPLAY OR GEORGIA / 0 PT TRACKING / LETTER CASE

SUB-HEADLINE OPTION 2

INPUT SANS COMPRESSED EXTRA LIGHT OR BARLOW CONDENSED / 50 PT TRACKING / ALL CAPS

Body copy and lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo.

Body copy and lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo.

UTOPIA STD REGULAR OR GEORGIA / 0 PT TRACKING / LETTER CASE OR
BARLOW CONDENSED / 5 PT TRACKING / LETTER CASE

Laying Out Copy

The general thing to keep in mind when laying out copy (especially in documents with multiple pages) is to have a balanced mix of dynamic arrangements and straight copy blocks. The following layouts will show different ways copy can be laid out across different spreads.

Spread 1

Dynamic Headline

USES DIFFERENT FONTS AND ARRANGED IN A PLAYFUL WAY THAT INTERACTS WITH THE GRAPHIC ELEMENTS AND LAYOUT

Sub-headline

SHOULD ALWAYS BE IN A DIFFERENT FONT THAN THE HEADLINE (IF THE HEADLINE USES ONE FONT) AND BE AT LEAST HALF THE HEADLINE SIZE

2

Made to Move

UPWARD

3

Visit ferris.edu/degrees for a full list of our program offerings



AND ONWARD

This is a multifaceted education designed to accelerate you through life.

Ferris was founded to prepare students with the knowledge, skills, and experiences they need to make an impact right away. Here, you benefit from small class sizes, industry-specific instruction, and one-on-one career advice—getting you closer to your craft right from the start.

From digital media and graphic design to health care and human services, Ferris offers a wide range of academic majors across a variety of disciplines. So whatever your passion may be, you'll find your path among our catalog of more than 180 degree programs.

Body Copy

FOR MAXIMUM LEGIBILITY, LEADING SHOULD BE AT LEAST 1.6 TIMES GREATER THAN THE FONT SIZE

Eyebrow Treatment

HORIZONTAL LINE SITS ON TOP OF THE COPY

Spread 2

Headline

LARGE SIZE FONT WITH A STRAIGHT-FORWARD ARRANGEMENT FOR MAXIMUM IMPACT AND LEGIBILITY



Margins

ALLOW AT LEAST 25% OF THE DOCUMENT AS YOUR MARGINS FOR BREATHING SPACE

Narrow Body Copy

LONG AND NARROW BODY COPY BLOCKS ARE COMMON THROUGHOUT THE BRAND TO ALLOW FOR BITE-SIZED CONTENT

Graphic Elements

There are several graphic elements in this brand that work together to establish a dynamic look and feel that is uniquely Ferris.

There is meaning behind each element, connecting the design back to our approach to education as well as what Ferris stands for as a university.

Flares

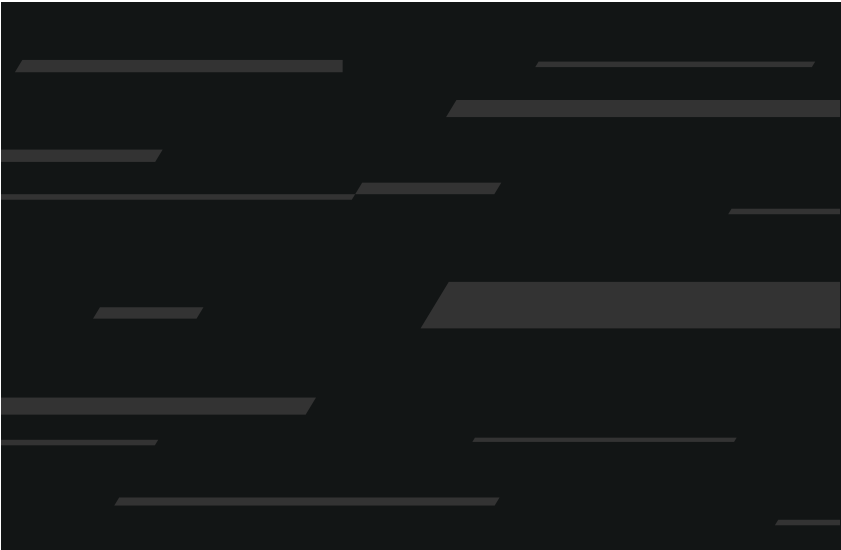
Like the gradient, flares are a representation of the fire and drive students have at Ferris State University. This graphic element allows us to subtly incorporate brand colors into photography in an interesting way.



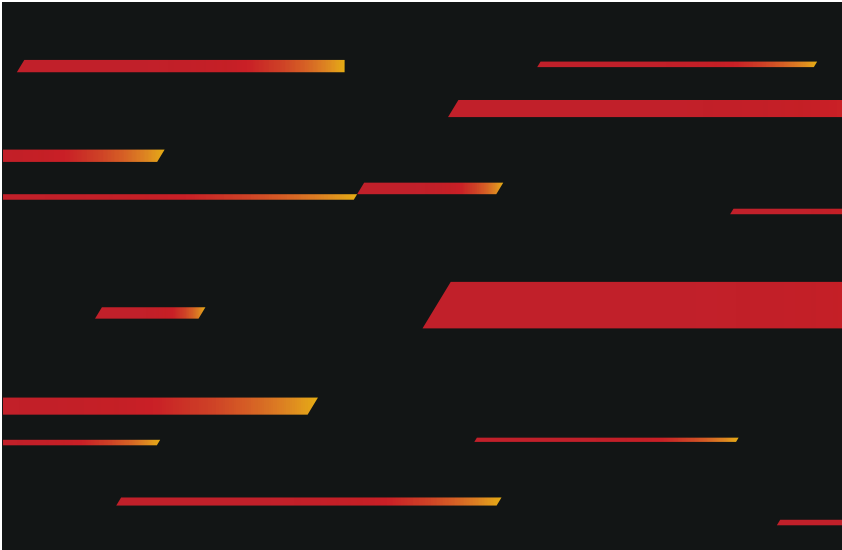
FLARE (FOR COPY PHOTO ONLY)

Speed Lines

Speed lines represent momentum and swiftness, which play a huge part in the brand look and feel. Speed lines can either have a **solid color** or **gradient** and should vary in size. These lines are always on a **31.25° angle**.



SOLID



GRADIENT



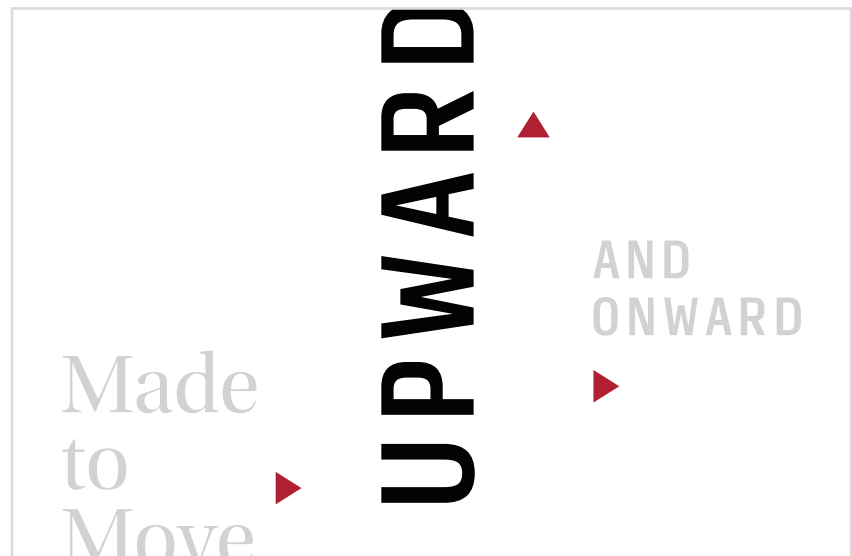
OUTLINE (FOR COPY APPLICATIONS ONLY)



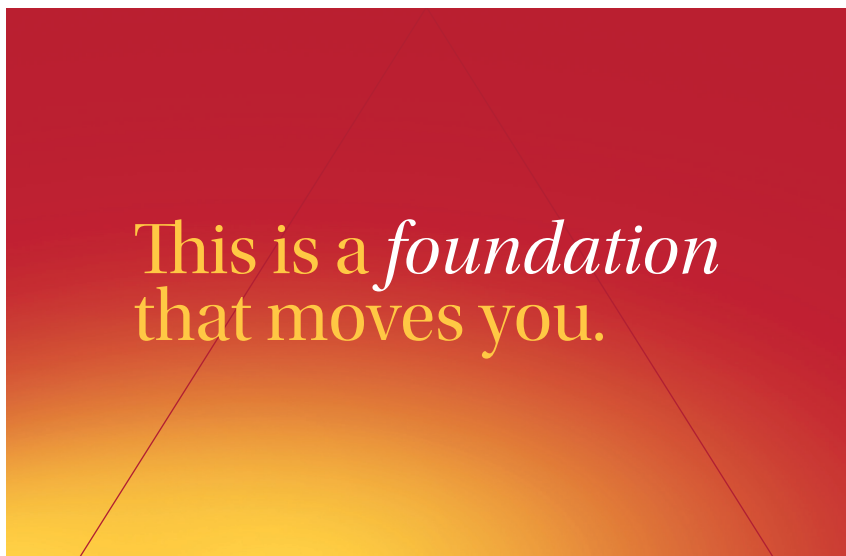
HOLDING SHAPE

Triangles

Triangles symbolize the foundation that students build at Ferris State University. This element has three styles: **solid**, **linear**, and **ghost**. Like the speedlines, the triangle should always have a **31.25° angle**. Triangles can also be rotated every 90°.



SOLID



LINEAR



GHOST (FOR PHOTO APPLICATIONS ONLY)



HOLDING SHAPE

Line Art

Line art is a way to visually reinforce the school in layout with its subtle appearance. This is usually in the form of **letters**, **numbers**, and **icons**. Line art should always have relevance in context with photography or copy when being used.



Layout

The next few pages will show different sample layouts and how each graphic element is used.

Keep in mind that these layouts are not locked in composition. The brand encourages developing different layout combinations as long as the graphic elements are used correctly. This will ensure a dynamic look and feel throughout the brand.

Layout 1

Photography

TYPE: COLOR

Headline

FONT: INPUT SANS COMPRESSED
WEIGHT: MEDIUM
TRACKING: 50 PT

Outline Speedline

FONT: INPUT SANS COMPRESSED
WEIGHT: MEDIUM
TRACKING: 50 PT
MOTION BLUR: 0°, 30 PX



Linear Triangle

COLOR: LIGHT GRAY
EFFECT: OVERLAY

Gradient Speedlines

EFFECT (RGB): SCREEN
EFFECT (4C): HARD LIGHT
MOTION BLUR: 0°, 30 PX

Flare

EFFECT (RGB): SCREEN
EFFECT (4C): HARD LIGHT
FILL: 85%

Solid Speedlines

COLOR: CRIMSON

URL Lockup

VERSION: INVERSE

Layout 2

Photography

TYPE: COLOR

Flare

EFFECT (RGB): SCREEN
EFFECT (4C): HARD LIGHT
FILL: 80%

Gradient Speedlines

EFFECT (RGB): SCREEN
EFFECT (4C): HARD LIGHT
MOTION BLUR: 0°, 30 PX

Headline

FONT: INPUT SANS COMPRESSED
WEIGHT: MEDIUM
TRACKING: 50 PT

Solid Speedlines

COLOR: CRIMSON
EFFECT: NONE

Tagline Lockup

VERSION: INVERSE

Holding Shape

TYPE: SPEEDLINE
CONTENT: COPY

Sub-headline

FONT: UTOPIA STD
WEIGHT: REGULAR
TRACKING: 0

Ghost Triangle

COLOR: BEIGE (FOR GHOST ONLY)
EFFECT: OVERLAY
FILL: 30%



Layout 3

Photography

TYPE: BLACK AND WHITE

Solid Triangles

COLOR: WHITE
ROTATION: 270°

Line Art

COLOR: LIGHT GRAY
EFFECT: OVERLAY

Headline

FONT: INPUT SANS COMPRESSED
WEIGHT: MEDIUM
TRACKING: 50 PT

Headline

FONT: UTOPIA STD
WEIGHT: DISPLAY
TRACKING: 0 PT

Flare

EFFECT (RGB): SCREEN
EFFECT (4C): HARD LIGHT
FILL: 80%



Holding Shape

TYPE: SPEEDLINE

Holding Shape

TYPE: TRIANGLE
ROTATION: 180°

Line Art

COLOR: LIGHT GRAY

Sub-headline

FONT: INPUT SANS COMPRESSED
WEIGHT: LIGHT
TRACKING: 50

Body Copy

FONT: UTOPIA STD
WEIGHT: REGULAR
TRACKING: 0

Solid Speedlines

COLOR: CRIMSOM

Layout 4

Wordmark

VERSION: K0

FERRIS STATE UNIVERSITY

Headline

FONT: UTOPIA STD
WEIGHT: DISPLAY
TRACKING: 0 PT

This is a *foundation*
that moves you.

Gradient

TYPE: RADIAL

Solid Speedlines

COLOR: CRIMSON

Linear Triangle

COLOR: GOLD

Body Copy

FONT: UTOPIA STD
WEIGHT: REGULAR
TRACKING: 0

A lot has changed since we first opened our doors more than a century ago. We've expanded our curriculum, evolved coursework to meet industry demands, renovated old libraries, built new laboratories, and created infinite opportunities for students to move forward at the speed of life. Change is inevitable, but one thing remains constant: we're here to prepare you for it.

PHOTOGRAPHY

The background is a solid dark gray. On the right side, there are several horizontal lines of varying lengths and shades of gray, some of which are slightly offset from each other, creating a sense of depth and movement. A single, thin red line is positioned horizontally, slightly below the center of the image, extending from the right edge towards the center.



Intro

Our audiences should feel the fast-paced, dedication and immersive nature of the Ferris State experience. With “Makers of Momentum” fueling our vision, photography should convey action, energy, and the breadth of opportunity and true-to-life experiences that Ferris State provides.

Portraiture

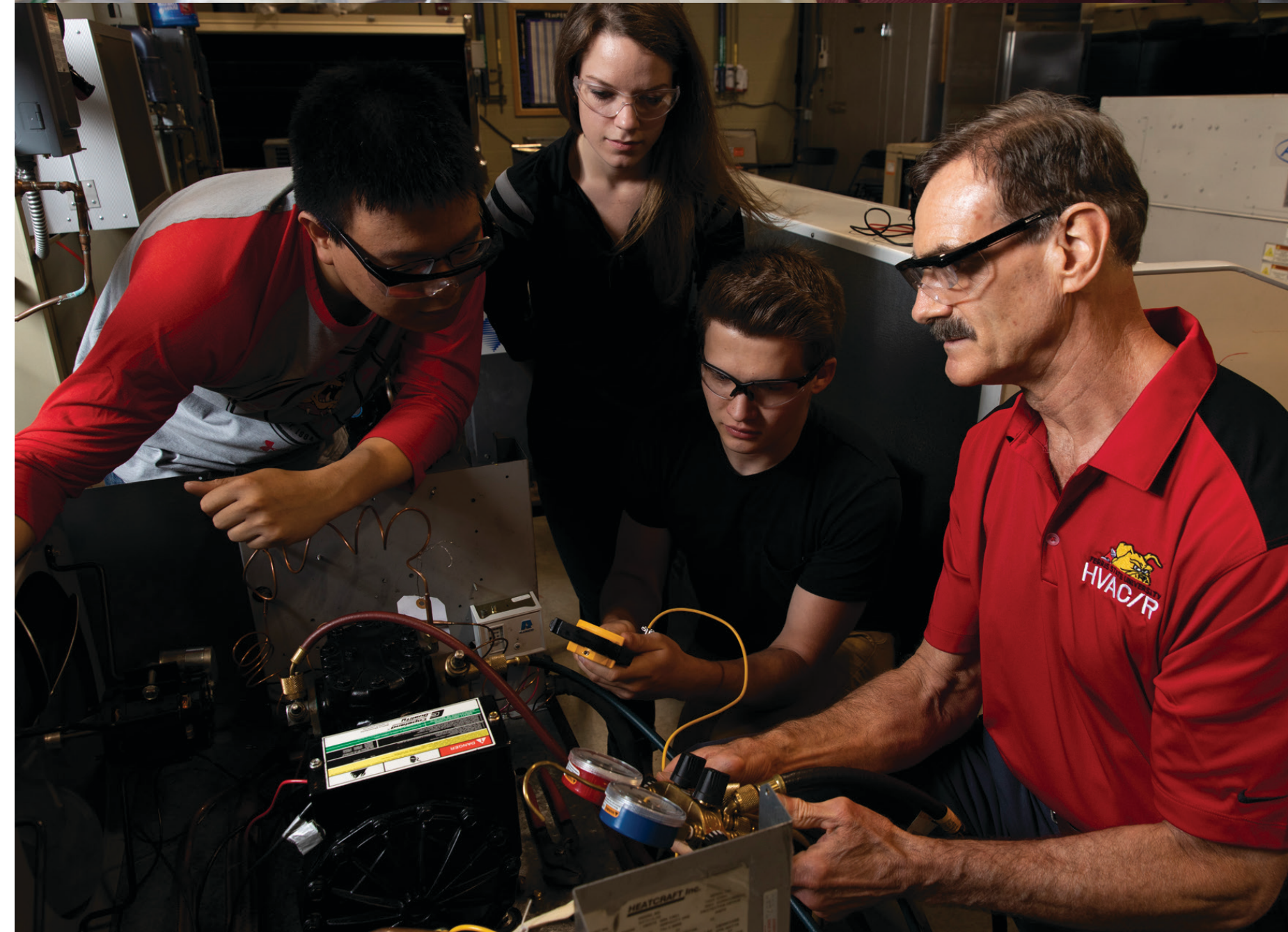
Portraiture should portray **focus** and **action**, visually bringing “Makers of Momentum” to life through **candid shots of students engaged in an activity** connecting to their skill or craft, their passion or their Ferris community.



Hands-On and Collaboration

Ferris gets students closer to their area of interest quickly and then allows them to immerse themselves in every aspect. We want to bring this to life through both **tight and wide shots of students learning by doing.**

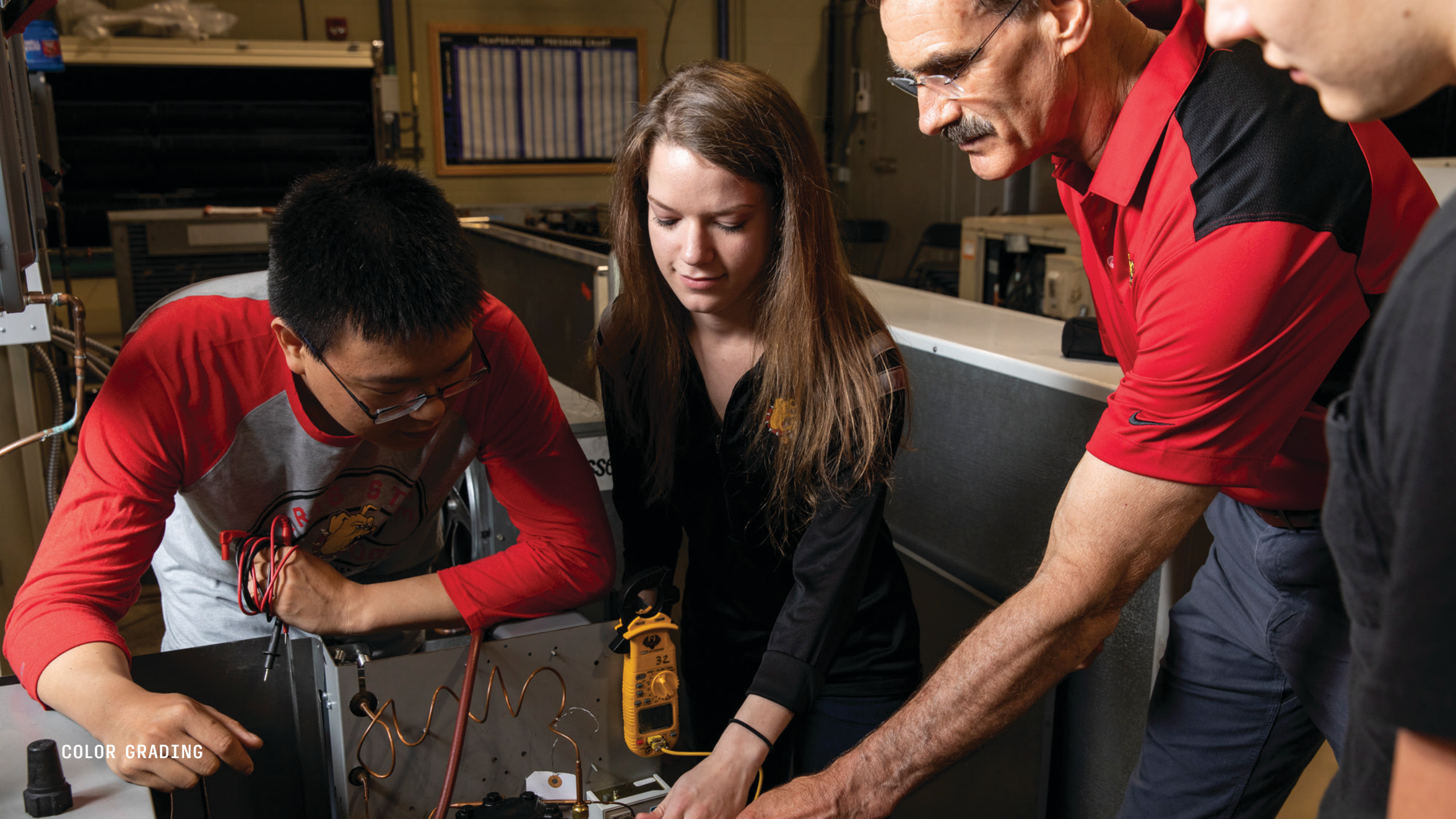
Whether students are depicted working alone, in groups or alongside professors, we should feel a sense of accomplishment and true-to-life industry experience. **Find opportunities to incorporate unexpected angles** as a visual expression of Ferris State's unique history, perspective and approach to education.



Place

Establishing context and a strong sense of place will help to elevate the university and its hometown of Big Rapids. Capturing beloved campus landmarks and hallmark buildings at both **micro and macro levels** instills pride, while images beyond campus share the natural beauty and active lifestyle central Michigan is known for.





Color Grading

The color grading of the **photos should feel warm** like the brand colors. **Strong shadows are also recommended** to help flares and speedlines pop when incorporated in layout. The overall color grading should ignite feelings of passion, focus, and seriousness.



Black and White

Black and white photography is permitted, especially when breaking up content and pages heavy with colored photography and flares. Shadows and light should be well contrasted to give the image a bold and dramatic look and feel.

Contact



Have questions on the brand guidelines or need additional resources? Contact our marketing team for more information.

Anne Hogenson

DIRECTOR OF MARKETING

Email: annehogenson@ferris.edu

Phone: (231) 591-2333

Christa Bull

SENIOR GRAPHIC DESIGNER

Email: christabull@ferris.edu

Phone: (231) 591-2332

FERRIS STATE UNIVERSITY