

IDENTITY STANDARDS

Ferris State University Public Relations

SPRING 2011





April 1, 2011

INTRODUCTION

Ferris State University's Public Relations program is striving to become one of the best PR curriculums in the nation.

The program is undergoing substantial changes all with the same goal in mind, to increase the excellence of our curriculum and the awareness of the program.

While Ferris State PR works towards this goal of complete distinctiveness, consistency of brand and message must be maintained in order to promote Ferris State PR as iconic and recognizable.

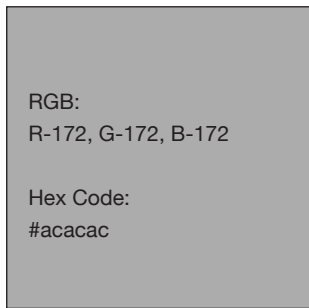
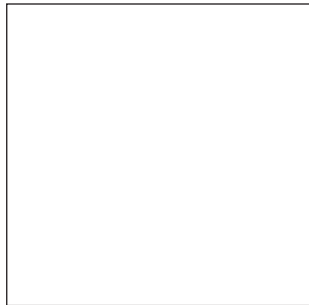
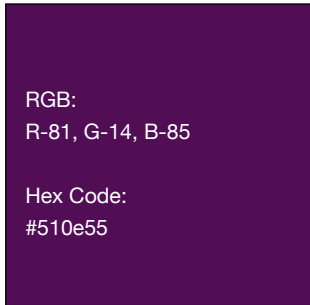
The Ferris State PR logo is available on the blog at fsuprdogs.weebly.com. The logo should be used on all Ferris State PR documents upon approval by Professor Bishop or a PRSSA e-board member.

The following identity standards outline the "official" Ferris State PR colors, typefaces, logo and key messages that will be used in all visual and written aspects of the program.

Sincerely,

Dr. Patrick Bishop, APR
Ferris State PR Professor and Program Champion

FERRIS STATE PR COLORS



Ferris State PR colors are the two hues of purple and gray. Standard black and white colors are also part of this set.

Shown is the information needed in order to create the specific colors independently. The hex codes (for web colors) and RGB codes are provided here to make the colors easily accessible to all members of the program.

FERRIS STATE PR TYPEFACES

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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Ferris State PR will use Helvetica as the type for all the **headers** in all forms of documents representing the program.

Helvetica is one of the most readily available typefaces and can be easily found on most computers. However, if Helvetica cannot be obtained, Arial may be used as an alternative.

Palatino

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 \$., " ' - : ; ? ! &

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Ferris State PR will use Palatino as the typeface for the **body copy** in all forms of documents representing the program. Palatino has been chosen as the body type because of its readability as a serif typeface.

Palatino is also a very common typeface, and should be easily obtained. If you are unable to access Palatino, Georgia may be used as an alternate.

FERRIS STATE PR LOGO

Our logo:



The Ferris State PR logo should be used on all of our documents such as posters, flyers, press releases, letters, and other materials representing our program. The logo will also be used with our social media presence (Facebook, Twitter, blog, and website).

Members of the program can find the electronic file of our logo online at fsuprdogs.weebly.com. Use of the logo should be approved by Professor Bishop or an e-board member of PRSSA.

Our logo with slogan:



Our slogan:

Built on Character. Driven by Business.

The Ferris State PR slogan should always be Palatino italic. Capitalize the words Built, Character, Driven, and Business.

Size:



Shown is the **minimum** size of the logo when used in print. A larger size should be used if the logo is used on a larger printed piece, such as a poster.

Without slogan:
1.5 cm x 2 cm

With slogan:
3.5 cm x 4 cm

FERRIS STATE PR LOGO

Incorrect Usage:



Logos shown here have been altered and skewed to show unauthorized, incorrect usage.



More examples of incorrect usage would include altering the colors of the Ferris State PR logo. The colors must be kept at the specified official Ferris State PR colors.



If the logo is to be used on a colored background, it is incorrect to place the logo without including a white box as a border. Shown to the left would be incorrect usage. Shown last is the correct usage.

FERRIS STATE



Name
Title
Address
City, State Zip

Date

Dear NAME:

First paragraph

Second paragraph

Third paragraph

Salutations / Sincerely,
Ferris State PR

Your Name
Your PRSSA Title

FERRIS STATE PR LETTERHEAD

This is an example of the formatting of the Ferris State PR letterhead.

LETTERHEAD PAGE 2

If needed, note that the second page of the letterhead has a slightly different footer.



College of Business
119 South State Street
Big Rapids, MI 49307

FOR IMMEDIATE RELEASE
Date 31, 2011

CONTACT: Name, Title
Email
Phone #

HEADLINE

First paragraph

FERRIS STATE PR PRESS RELEASE

This is an example of the formatting of the Ferris State PR press release.

Second paragraph

Third paragraph

PRESS RELEASE PAGE 2

If needed, note that the second page of the press release has a different header and closing tag.