



INDIANA STATE
UNIVERSITY

BRANDING AND IDENTITY GUIDELINES

Preparing students for a successful future.

Indiana State University plays an essential role in educating and preparing our state's diversity of students for roles as innovators, creators, and explorers in Indiana and across the world.

Founded in 1865, Indiana State University has met the educational needs of the state's students and workforce for nearly 160 years. We continue to provide a transformative academic experience infused with experiential learning, community engagement, and career preparation.

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The purpose for this brand guide is to create consistent messaging, styles, and content guidelines for how the University should be represented.

The Brand Guide is important because – when followed and integrated correctly across all departments – it ensures brand consistency throughout the University. Additionally, the Brand Guide functions as a resource for outside partners and vendors that work with Indiana State University.



BRAND VOICE



Brand Voice Overview

This is an overview of Indiana State University's brand voice. It reflects the approved style, appearance, and tone of the University's brand communications with various audiences across the region, throughout the state, and around the world.

1. POSITIONING & MESSAGING

This information conveys where Indiana State University stands with its messaging, its core values, and its mission. The brand works to communicate this information to our various audience groups locally, nationally, and internationally.

2. BRAND STATEMENT

The brand statement concisely describes Indiana State's brand identity as reflected in its core values, vision, and mission.

3. KEY MESSAGES

These guidelines describe primary message points the University seeks to convey in its communication with various audiences.

4. TONE & PERSONALITY

These guidelines describe the tone that the University wants to express in our communication to all audiences.

5. BRAND PROMISE

The brand promise is a statement that describes the University's value proposition to students, partners, and the community.

Positioning & Messaging

This brand guide applies to all University communications and is not confined to any specific marketing campaign or University department. As you prepare to create any department- or campaign-specific materials, always refer to this brand guide first. If followed consistently and properly, it will help ensure that all communications accurately represent the core values, vision, and mission of Indiana State University.

Indiana State University Vision Statement

We will be the university of choice for students seeking a distinctive, high-quality education highlighted by challenging experiences that prepare our graduates to contribute to the economic vitality and civic and cultural development of their communities and the global society.

Indiana State University Mission Statement

We transform the lives of students through a high-quality education infused with experiential learning, community engagement, and career-readiness. Our students succeed within a culture of inclusion and support that provides the skills and knowledge to impact Indiana and beyond.

Core Values

Learning: We prepare the next generation of leaders and citizens by providing personalized and transformative experiences that lead to success in the classroom and beyond.

Discovery: We nurture intellectual curiosity and growth through the creation of new knowledge and the joy of enhanced human understanding.

Engagement: We collaborate with local and global communities to create long-term relationships, connectedness with integrity, and a shared sense of pride.

Inclusiveness: We take action to honor the diversity of individuals, ideas, and expressions, ensuring they are genuinely recognized, valued, and lived.

Approved by the Indiana State University Board of Trustees, May 8, 2020.

Brand Statement

Brand positioning is a phrase that defines the unique impression we want to make in the minds of our audiences. It's important, because it continually shapes perceptions of Indiana State University and creates preference/choice for the brand.

The following paragraph should not be used verbatim, but communication efforts should draw on it for inspiration.

Indiana State University provides a transformative academic experience by prioritizing student achievement. We elevate the educational experience through a range of carefully crafted programs, each one focused on students' ultimate career success. We provide small class sizes and acclaimed professors who actively engage with students, in a campus environment that is supportive, stimulating, and inclusive. We also offer stipends for out-of-the-classroom learning, alongside countless extracurricular opportunities. In total, the Sycamore experience provides more opportunities for students to succeed – making us one of Indiana's most powerful economic forces.

Key Messages

Key messages should be benefit-focused and communicate “What’s in it for me?” to the audience. Depending on the audience and goal of the communication, any number of the following high-level key messages/benefits may be used.

FUTURE PROFESSIONAL SUCCESS

(Empowering Discovery and Achievement)

SOCIAL/EMOTIONAL DEVELOPMENT

(Life Skills)

CONNECTED ENVIRONMENT

(Resources to Succeed)

LIFELONG FINANCIAL SECURITY

(Return on Investment)

These messages should be accompanied by reasons to believe (facts and figures) to help support the communication. Each execution will likely feature different reasons to believe, based on the purpose of the piece.

Tone & Personality

The brand's tone is important to help communicate the personality we want to express in our communications. Prospective students, donors, and faculty, as well as legislators, neighbors, and alumni, should all get a sense of "who we are" from the way that we speak as a university. Here are a few of the most important characteristics of our tone and personality.

WELCOMING

Providing a sense of community, where anyone can find their place. We are academic but not stuffy.

SUPPORTIVE

Fostering an environment and structure to ensure student success. We help all Sycamores achieve their fullest potential.

INSPIRING

Building a foundation for students to excel. We'll help you push beyond what you thought possible.

BOLD

Being confident in who we are and the benefits we offer. Go Trees!

PROGRESSIVE

Ever-evolving to anticipate and meet the needs of students and the state. We were founded in 1865. But we live in the now.

Brand Promise

The brand promise is a simple statement, reflecting what our brand works to deliver. This is how we address the emotional needs of various audiences across every touchpoint. The brand promise is not a tagline. Rather, it's an internally-focused statement that acts as a north star for decision-making, operations and communications. Another way to think of it is as Indiana State's "WHY" statement. How does our existence help make the world better?

Based on these needs, here is a phrase that serves us well:

**CREATING CONNECTIONS THAT
EMPOWER A LIFETIME OF ACHIEVEMENT**



THE BRAND



Our brand reflects the Sycamore spirit and our drive for creating connections that empower a lifetime of achievement for our students.

It includes elements such as the Sycamore Leaf and the Royal Blue and White, as well as how people think, feel, and respond when Indiana State University is referenced. The brand tells our story through the carefully crafted use of words and the powerful use of visual elements to create engaging multimedia experiences. Together, as the creators and storytellers—and as faculty, staff, students, alumni, and community members—it is up to us to use these tools to strengthen the Indiana State University brand as we share our story with surrounding communities and the world.

Brand Overview

The elements below create the core and expanded visual identity of Indiana State University. Reference each section below to learn more about the proper usage and application of our brand, and to ensure the brand is represented consistently across all University materials.

1. UNIVERSITY LOGO

How to use the official logo for the University.

2. COLLEGE MARKS AND IDENTIFIERS

How to properly use college marks and department identifiers.

3. OTHER MARKS

When and how to use other University marks, including the seal, the Sycamore Leaf, Athletics marks, and special campaign or event marks.

4. COLOR PALETTE

Color breakdowns and how to use our color palette.

5. ADDITIONAL BRAND ELEMENTS

How and when to use additional brand elements, such as background textures, background photo treatments, photo frames, and call-out text.

6. BRAND EXAMPLES

Sample projects that highlight brand elements and correct usage.

THE BRAND

University Logo

The Indiana State University logo is the cornerstone of our visual identity. This logo, or a college mark or department identifier, should be used on all communication materials. Using the logo consistently will further enhance the recognition of the University brand across all audiences. The University Logo makes use of both a horizontal layout justified left and a centered vertical format. An additional option for a University Wordmark can be used in certain communication situations.

University Marketing must approve the use of the University Wordmark in place of the University Logo on all communications.

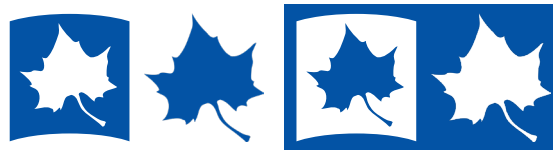
UNIVERSITY LOGO



UNIVERSITY WORDMARK

INDIANA STATE UNIVERSITY

UNIVERSITY LEAF ICONS



University Marketing must first approve the use of the Leaf Icon in any manner that deviates from the examples above.

USAGE

- The logo, wordmark, or icons must be reproduced from high-resolution digital files.
- As the primary graphic identity for the University, the University Logo (or official college mark or department identifier) must appear on all communications.
- The logo, wordmark, or icons may not be reconstructed or altered in any way.
- The logo, wordmark, or icons may not be cut or cropped in any way.
- The creation of secondary, or unofficial, logos, marks, or icons is prohibited, as it can cause confusion with our audience and will detract from a consistent visual image for Indiana State University.

University Logo

IMPROPER LOGO TREATMENT

Do not configure the elements into a different logo.

Do not crop or remove any part of the logo.

Do not distort the logo in any fashion.

Do not tilt the logo in any direction.

Do not use non-brand-approved colors for the logo.

Do not add any shadows, effects, or other elements to the logo.

Do not alter the proportions of the logo.

Do not attach a program-level identification to the logo.

Do not create your own department or program logo.

Do not recreate the type or substitute another typeface.

Do not surround the logo with other competing elements.

Do not enclose the logo within any solid shape.

The above logo treatment rules also apply for the University Wordmark and the Leaf Icons.

COLOR OPTIONS

The University Logo comes in Royal Blue, Black, and White.



University Logo

SIZE REQUIREMENTS

The University logo, wordmark, and leaf icons must maintain the following specific size requirements. When resizing either, they must be sized proportionally and in their entirety.

University Logo



The minimum size requirements for the University Logo pertain to both the horizontal and vertical logos.

University Wordmark



Leaf Icons



The minimum size requirements for the Leaf Icon pertain both to icons with and without the shield.

University Logo

CLEAR SPACE REQUIREMENTS

To ensure the integrity and visual impact of our University Logo, the appropriate “clear space” must be maintained around the logo. This clear space is to be **no less than a minimum of (.375” or 3/8”)** of clear space around the logo. Be sure to scale clear space appropriately for larger printed or digital pieces.



LEAF ICON

The University Leaf Icon, as pictured below, is the only acceptable leaf icon for use when representing Indiana State University. The icon can be used as a design element separate from the official University Logo only if the official University Logo appears elsewhere on the design.



With shield

The University Leaf Icon is available for use as a creative design element in communication pieces. It may be used alone, arranged into a pattern, or incorporated into a background image. Approval from University Marketing must be obtained before using the University Leaf Icon.

The University Leaf Icon (with the shield) is available in Royal Blue, Black, or White.

College Marks & Identifiers

COLLEGE MARKS

The College Marks are our way of branding the individual colleges within Indiana State University. The colleges are co-branded with the University Logo officially and no other logos or marks should be used to officially represent the colleges in any print or digital communication.

The College Marks can replace the University Logo on printed or digital materials; it's not necessary for both to be used on one piece.



IDENTIFIER MARKS

Only our colleges are currently eligible for co-branded marks with the University Logo. Identifier Marks are our way of branding individual groups within the University or within a specific college. This includes departments, offices, divisions, and specific programs.

University Marketing must be contacted in the event that an Identifier Mark needs to be created for a specific department, office, or program. No other alternate marks or logos can be used to represent any of these groups within the University. University Marketing is responsible for the approval of the creation of Identifier Marks.



College Marks & Identifiers

USAGE

All colleges allocated an officially co-branded mark have access to horizontal and vertical versions of their respective marks. This provides flexibility for use in both print and digital materials. All marks must adhere to a specific naming convention that eliminates extraneous words in a consistent manner across the University. For example, the text in the logo for “Office of University Communications” becomes “University Communications.”

When using an Identifier Mark, the University’s full name, “Indiana State University,” must appear elsewhere on the publication. The Identifier Mark can be used in place of the University Logo and College Mark on communication materials. Use of both marks is not necessary.

CLEAR SPACE REQUIREMENTS

To ensure the integrity and visual impact of our College Marks and Identifiers, the appropriate “clear space” must be maintained around the marks. This clear space is to be **no less than a minimum of (.375” or 3/8”)** of clear space around the College Mark or Identifier. Be sure to scale clear space appropriately for larger print or digital pieces.

These clear space requirements apply to all College Marks and Identifiers.



College Marks & Identifiers

SIZE REQUIREMENTS

The College Marks and Identifiers must maintain the following size requirements. When resizing, they must be sized proportionally and in their entirety.

College Marks



PMS 293C or Black Printing

White Knockout or 4-color Process Printing

The minimum size requirements for the College Marks pertain both to the horizontal and vertical logos.

Identifier Marks



PMS 293C or Black Printing

White Knockout or 4-color Process Printing

The minimum size requirements for the College Marks pertain both to the horizontal and vertical logos.

Color Options

College Marks and Identifier Marks come in Royal Blue, Black, and White.



Other University Marks

There are a number of additional marks associated with Indiana State University in addition to the official University Logo and the College Marks and Identifiers. Each of these marks has specific usage criteria and guidelines.

UNIVERSITY SEAL

The University Seal should not be substituted for the official University Logo. There is one authorized version of the seal and its use is reserved for the Office of the President, the President's Society, and the Board of Trustees.



USAGE

Corporate Seal: An embossed version of the seal, either in a document or in a gold foil that is affixed to a document, must be authorized by the Office of the President.

Diplomas: The University Seal may be used on diplomas and graduation materials approved for use by students, faculty, and staff.

Transcripts: Official University transcripts for work performed at Indiana State University may be embossed with the University Seal.

University Accomplishments: The University Seal may be used on documents or other media that indicate accomplishment at or on behalf of the University. In this case, the seal should be printed black or in the color in which the document is printed.

University Ownership: The University Seal may be used by Indiana State University as a mark of ownership of property or materials.

Other University Marks

ATHLETICS & THE FOREST MARKS

The primary Athletics logos are the Sycamores Logo and the Athletics Wordmark. The Athletics marks are reserved for use with University Marketing and Athletics Department cooperative marketing initiatives.

The Forest Mark is reserved for use with marketing initiatives, communications, and merchandise for The Forest student group..



CAMPAIGN INITIATIVES

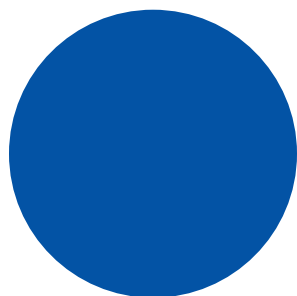
These logos are to be used by the Division of University Advancement, which owns them, for promotional campaign purposes only.



Color Palette

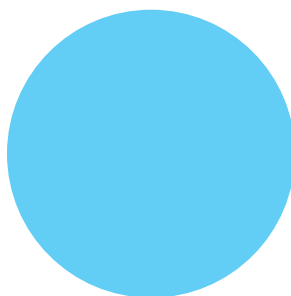
The Indiana State University brand uses the following color palette for all materials. This color palette is not to be altered or added to for any reason. Royal Blue is the primary color for and should comprise the majority of any design, with Vintage Blue and Dark Blue being used as accent colors. Gray, White, and Black are neutral colors that act as a base and round out any design for Indiana State University communications.

COLOR BREAKDOWNS



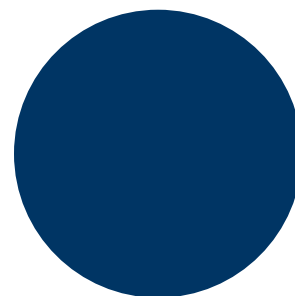
Royal Blue

PMS® 293C
CMYK 100, 76, 0, 0
RGB 0, 83, 165
Hex #0053A5



Vintage Blue

PMS® 297C
CMYK 52, 0, 0, 0
RGB 102, 206, 246
Hex #66CEF6



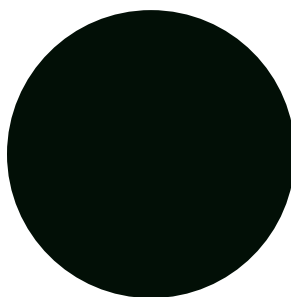
Dark Blue

PMS® 2955C
CMYK 100, 52, 0, 58
RGB 0, 54, 101
Hex #003665



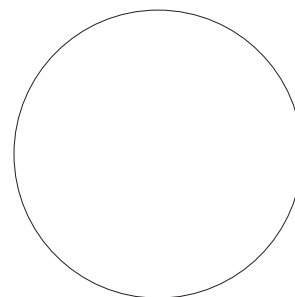
Gray

PMS® Cool Gray 2C
CMYK 0, 0, 0, 16
RGB 218, 219, 220
Hex #DADBDC



Black

PMS® Black 3C
CMYK 74, 52, 71, 90
RGB 21, 21, 21
Hex #151515



White

PMS® (none)
CMYK 0, 0, 0, 0
RGB 255, 255, 255
Hex #FFFFFF

Color Palette

GUIDELINES FOR USAGE

Do:

Use Royal Blue as your primary color on all designs.

Make sure to use proper color breakdowns for specific uses.

Use the remaining colors to accent a design.

Make sure text and background color contrast meet WCAG 2.2 AA guidelines for web and digital designs.

Don't:

Omit Royal Blue on any design.

Eyeball or guess at a specific color.

Use accent colors as a primary color for a design.



WEB COLOR USAGE

Indiana State University adheres to the Web Content Accessibility Guidelines (WCAG) 2.1, Level AA for all web content. For more information on the usage of color on websites and additional guidelines for web content, please refer to the resources available on the University Marketing Brand Toolbox at IndianaState.edu/university-marketing.

University Typography

SHORT-FORM TYPOGRAPHY

ITC Lubalin Graph

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Designer Herb Lubalin created ITC Lubalin Graph for International Typeface Corporation in 1974. Its open geometric counters and optically mono-weight strokes are direct developments from his earlier sans serif design, ITC Avant Garde.

ITC Lubalin Graph is available in Extra Light, Book, Medium, Demi, and Bold with oblique versions of each weight.

ITC LUBALIN GRAPH BOLD

ITC LUBALIN GRAPH DEMI

ITC LUBALIN GRAPH MEDIUM

ITC LUBALIN GRAPH BOOK

ITC LUBALIN GRAPH EXTRA LIGHT

Design Character

ITC Lubalin Graph is simple, clean, and direct. In all-cap showings, its heavy, no nonsense slab serifs are bold and speak with an assertive voice. When used in lowercase, its large x-height and round contours are friendly and informal.

Uses

Title/Headlines

Big, bold statements

Subheads/body lead-in

Call-outs

Short, factual body copy

University Typography

LONG-FORM TYPOGRAPHY

Roboto

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Roboto was designed entirely in-house by Christian Robertson, who previously had released an expanded Ubuntu Titling font through his personal type foundry Betatype. Compared to the humanist sans-serif Droid Sans, Roboto belongs to the neo-grotesque genre of sans-serif typefaces. It includes Thin, Light, Regular, Medium, Bold, and Black weights with matching oblique, condensed, and condensed oblique design styles.

ROBOTO BLACK

ROBOTO BOLD

ROBOTO MEDIUM

ROBOTO REGULAR

ROBOTO LIGHT

ROBOTO THIN

Design Character

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesques distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width.

Uses

Body text

Small captions

Legal copy

THE BRAND

Background Textures

These background textures may be used within Indiana State University communications to create continuity throughout all materials and to increase brand recognition. These elements are optional.

SYCAMORE LEAF BACKGROUND



ABSTRACT BLUE BACKGROUND



Background Textures

GUIDELINES FOR USAGE

Do:

- Use high-resolution files for both print and digital applications.
- Alter the transparency of the background textures to use them in a subtle way.
- Crop or zoom into the background textures proportionally when necessary.
- Consider accessibility if using as a layer on digital applications.

Don't:

- Edit the layout of the background textures or alter the colors in any way.
- Use the textures to create custom logos.
- Overlay the textures on top of a clashing background.
- Use as the predominant visual element on a page.

THE BRAND

Photo Treatment

DUOTONE BACKGROUND IMAGE TREATMENT

When using a photo as a background, use a duotone treatment to add visual interest and to neutralize the complexity of a full-color photo. In order to maintain consistency with the Indiana State University brand, it is important to use only the colors available within the brand palette to create a duotone image for use as a background.

Treatment Color Options



Photo Treatment

GUIDELINES FOR USAGE

Do:

- Use high-resolution original photos.
- Use high-contrast images for the optimal effect.
- Use this photo treatment as a background only.

Don't:

- Edit the color of the background in any way.
- Create alternate backgrounds in other brand colors.
- Use this photo treatment for headshots or prominent photos.



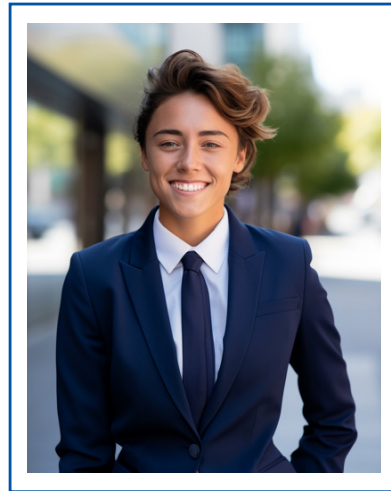
Photo Frames

Solid outlined photo frames may be used to add visual interest or call attention to photographs. Frames may be created by the user in varying thickness and brand colors. Suggested photo frame styles and layouts are below.

THICK



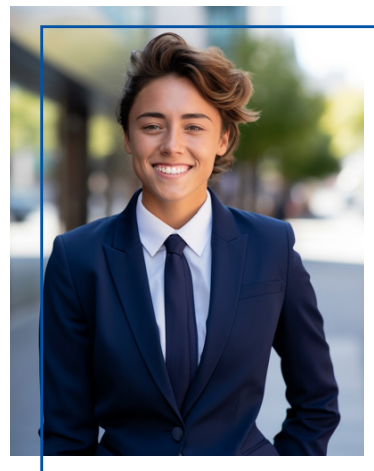
THIN



THICK OFFSET



THIN OFFSET



Callout Text

The callout text may be used to help draw attention to important information, such as a website address, date, or tagline. While the colors and fonts of the callouts should remain within brand, the size of the text and the container may be adjusted to accommodate a wide variety of information.

VERTICAL LAYOUT WITHOUT CONTAINER

*FOR MORE INFORMATION,
VISIT INDIANASTATE.EDU*

HORIZONTAL LAYOUT WITHOUT CONTAINER

FOR MORE INFORMATION, VISIT INDIANASTATE.EDU

VERTICAL LAYOUT WITH CONTAINER

*FOR MORE
INFORMATION, VISIT
INDIANASTATE.EDU*

HORIZONTAL LAYOUT WITH CONTAINER

FOR MORE INFORMATION, VISIT INDIANASTATE.EDU

GUIDELINES FOR USAGE

Do:

Use only short, direct text as a call to action within the box

Don't:

Use as a replacement for buttons on your website.



BRAND CONTENT

All content areas
must work together
to produce engaging
and effective
marketing and
communication
materials.

This will ensure a full and accurate representation of Indiana State University to our various audiences.

Brand Content Overview

The elements below create the core and expanded visual identity of Indiana State University. Reference each section below to learn more about the proper usage and application of our brand, and to ensure the brand is represented consistently across all University materials.

1. PHOTOGRAPHY

Guidelines and foundational steps to create engaging and effective photography.

2. VIDEOGRAPHY

Guidelines and foundational steps to create engaging and effective videography.

3. WRITING STYLE GUIDE

Best practices and guidelines for writing in a way that conveys the University's tone, message, and mission.

4. EDITORIAL STYLE GUIDE

Guidelines for producing written content that adheres to the University's editorial style, including University-specific style and usage rules.

University Photography

Photography plays a crucial role in University communications because images are one of the most powerful tools for conveying messages effectively. Through carefully curated images, Indiana State University can showcase campus, facilities, events, and academic programs to prospective students, alumni, and our surrounding community. Visually appealing photography can capture the essence of the University experience and create a lasting impression for our audiences.

TONE AND MOOD FOR UNIVERSITY PHOTOGRAPHY

Photography representing Indiana State University should display a diversity of interests and activities at the University. It should vary in place, subject matter, and season and should reinforce Indiana State's friendly atmosphere and academic excellence.

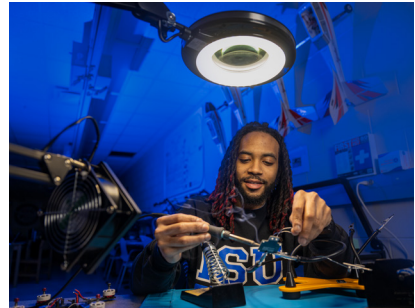
To capture the right tone and mood in your communications, keep these guidelines in mind.

Photographs of people should show energy, excitement, and action inside and outside of the classroom.



University Photography

Academic settings should reflect a dynamic learning atmosphere.



Balance shots of individuals with ones that include groups of people.



Represent racial, gender, age and professional diversity.



University Photography

Environmental photos of individuals should have a clean, evenly lit background, with the primary focus on the subject in the foreground.



Use a variety of close-ups and wide shots.



Landmark photos should provide a visual connection to Indiana State University.



University Photography

ESSENTIAL FOUNDATIONS FOR PHOTOGRAPHY

Reduce visual clutter and keep the subject matter as your primary focus for a clean and consistent look.

Cluttered Photo

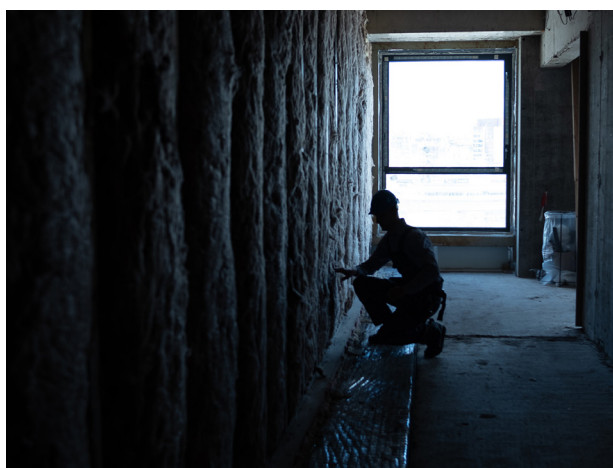


Clean Photo



Well-lit photography will have an inviting feel and can evoke an emotional connection with the subject matter.

Poor Lighting



Good Lighting



University Photography

Shoot vertically and horizontally to provide a variety of options and different looks for the same subject matter.

Vertical Photo



Horizontal Photo



Keep it simple with portrait shots. Portraits should be taken in a controlled environment such as a studio space. Clean, simple portrait backgrounds will allow designers to easily remove the background for creative purposes.



University Photography

PHOTOGRAPHY RESOURCES

University Marketing provides photo services for events and activities with a strong visual component that will assist in its mission to support enrollment management, recruiting, and retention. University Marketing may also reach out to plan photography shoots to highlight certain departments, offices, or activities. For additional photography support, University Marketing may provide student photographers as staffing and time allow, or provide a list of freelance photographers who are familiar with the University's brand guidelines and who may be hired at the requestor's expense.

MODEL RELEASE GUIDELINES

It is important to consider whether a model release is needed for any photograph or video content published digitally or in print, or made available to the public. For questions regarding the use of model releases, contact University Marketing. An example of our model release form can be found on the following page.

Here are some general guidelines to consider when deciding if a model release is needed for the primary subjects.

Model releases are generally not required:

- In a public space, event or activity that is open to the public. Although model releases are not required, if possible, it is recommended the subject be alerted that they are being photographed or recorded.
- The subject within the photograph or video is not recognizable.
- Indiana State University faculty and staff.

Releases are generally required:

- If the primary purpose of the photo or video shoot is to capture visuals for marketing or promotion with subjects recruited for the shoot to serve as talent.
- Anyone under the age of 18 who is recognizable in a photo or recording must have a release signed by a parent or guardian.

University Photography

MODEL RELEASE FORM EXAMPLE


INDIANA STATE UNIVERSITY
Model Release Form

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I hereby grant Indiana State University, its employees, legal representatives, and assigns, those for whom ISU is acting and those with ISU's authority and permission, the irrevocable and unrestricted right and permission to copyright in ISU's name or otherwise, and use; publish, and republish photographic portraits, images or video of _____ (model name) in whole or in part, as part of a composite or distorted in character or form, without restriction as to the changes or alterations, in conjunction with my own or a fictitious name, or reproductions in color or otherwise made through any medium, and in any and all media now or hereafter known for illustration, promotion, art, editorial, advertising, trade, publishing, or any other purpose whatsoever. I also consent to the use of any printed matter or video in connection therewith.

I hereby waive any right that I may have to inspect or approve the finished product or products and the advertising copy or other matter that may be used in connection therewith or the use to which it may be applied.

I hereby release, discharge, and agree to save harmless Indiana State University, its employees, legal representatives and assigns, and all person acting under ISU's permission or authority from any liability by virtue of any blurring, distortion, alteration, optical illusion, or use in composite form, whether intentional or otherwise that may occur or be produced in the taking of such photographic portraits, images or video in any subsequent processing thereof, as well as any publication thereof, including without limitation and claims for libel or invasion of privacy.

I hereby warrant that I am of full legal age and have the right to contract in my own name. I have read the above authorization, release, and agreement, prior to its execution, and I am fully familiar with the contents thereof. This release shall be binding upon ISU, its employees, legal representatives and assigns.

MODEL

NAME (PRINT) _____ DATE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

EMAIL _____ PHONE _____

PREFERRED PRONOUN _____ ETHNICITY _____

MAJOR OF STUDY _____

SIGNATURE _____

PARENT OR GUARDIAN (if under 18 years of age)

NAME (PRINT) _____

SIGNATURE _____

WITNESS (Note: Must be of legal age)

NAME (PRINT) _____

SIGNATURE _____

University Videography

Videography is a powerful tool for University communications. It can engage and tell a story in a way that will stick with an audience long after it is viewed. When planned and well-produced, video can serve as one of our most effective ways to reach our audience.

ESSENTIAL FOUNDATIONS FOR VIDEOGRAPHY

Use a Stable Camera.

Record Clear Audio in a Quiet Setting (When Applicable).

Consider Your Lighting.

Shoot Horizontal.

Keep the Subject in Focus.

Keep the Video Short and Concise.

Use Captions for Accessibility (When Applicable).

VIDEOGRAPHY RESOURCES

University Marketing provides limited video services for events and activities with a strong visual component that will assist in its mission to support enrollment management, recruiting, and retention. University Marketing does not provide video recording of events in their entirety, but instead focuses on b-roll footage for use in promotional and marketing material. University Marketing may also reach out to plan video shoots to highlight certain departments, offices, or activities. For video support, University Marketing may provide student videographers as staffing and time allows, or provide a list of freelance videographers and video production companies who are familiar with the University's brand guidelines and who may be hired at the requestor's expense.

Writing Style Guide

The style of writing incorporated in University publications is crucial to Indiana State University's branding efforts and institutional image. Marketing writing should be active, friendly, and in first- and second-person narrative points of view (we, you). For example, "You will participate..." and "We will give you..." as opposed to "The student will be expected..." Other forms of writing, such as narrative or feature writing for People of STATE, may be written in third person if appropriate.

Written copy should be clear and concise. Remember who your audience is and ask yourself one question: "Can the reader understand my message easily and quickly?"

When keyboarding the copy, please follow these suggestions:

- Type all copy, including headlines, flush left. Do not use justified or centered type. We will format the copy appropriately during the design process.
- Type all copy in upper and lower case. Do not type any copy, including headlines, in all caps.
- It is no longer necessary to indent the first line of each paragraph. This is especially unnecessary in marketing copy. If you do indent paragraphs, do so by using the tab command. Do not use spaces.
- Do not set body copy in columns and do not place boxes around highlighted copy or rules between paragraphs.
- When typing tabular copy (columns of figures, for example), enter one tab between each column. Do not space over to the next column so that it appears lined up on your screen. When we format the copy, we will specify tab settings so that all copy lines up properly.
- Enter only one space after a period at the end of the sentence.
- Do not enter a return command except at the end of a paragraph or where a hard return is required.

Following these style guidelines will help provide consistency in all Indiana State University publications.

Writing Style Guide

The Chicago Manual of Style is the preferred reference for University publications.

Abbreviations

- Do not abbreviate titles.
Incorrect: Pres. Mike Godard
Correct: President Mike Godard
- Do not abbreviate Indiana State University.
Incorrect: Ind. St. Univ., Indiana State Univ., IN State University.
- Indiana State may be used after the first reference in a given paragraph.
- Each paragraph in which Indiana State University is mentioned should use the full name of the University on first reference.
- The acronym ISU should not be used in external communications. All references to the University's name should use the full name or Indiana State. This helps to avoid reader confusion with other institutions, such as Illinois State University.
- Do not abbreviate the names of states or the months of the year.
- Do not abbreviate streets and directions.
Correct: 217 North Seventh Street, 817 Sycamore Street.
(Abbreviations should be reserved for mailing addresses: 217 N. 7th Street, Terre Haute, IN, 47809.)

Academic Degrees

- Use lowercase and an apostrophe in bachelor's degree, a master's, etc. Lowercase master of arts, master of science, master of business administration, etc. These are appropriate usages for general reference.
 - She earned a doctorate in English, and her husband has a master's degree in psychology.
- When referring more formally to a degree earned from Indiana State University, capitalization may be appropriate.
 - She earned her Master of Social Work from Indiana State University. He earned his Bachelor of Science in Nursing from Indiana State University.
- Degrees may also be referenced using the degree initials: BA, BS, MA, MS, MSW, etc. In accordance with Chicago Style, we do not use periods

Writing Style Guide

between the letters when referencing degrees by initials.

- She earned her MSW from Indiana State University. He earned his BSN from Indiana State University. She earned her BS in mathematics from Indiana State University. He earned his Intelligence Analysis BS from Indiana State University.
- In these cases, when the discipline is listed before the degree type, the discipline should be capitalized. When the degree type is listed first, the discipline should not be capitalized.
- When it is necessary to mention an individual's degree in order to establish credentials, the preferred form is to avoid abbreviation and use a phrase such as: John Doe has a doctorate in psychology. If this form is cumbersome, use abbreviations only after a full name: "John Doe, PhD, spoke."
- Do not precede a name with a courtesy title and follow it with the abbreviation.

Incorrect: Dr. Jane Doe, Ph.D.

Correct: Dr. John Doe, a chemist.

Academic Units and Administrative Offices

- In the first reference, use the official name and capitalize.
- In the second reference, shortened forms, uppercase, are acceptable:
 - The Department of English and the Office of Admissions have worked together on many projects.
 - The Admissions Office and the English Department have worked together on many projects.
- The department also offers many extracurricular activities.
- The colleges and the school are capitalized when the full name is used:
 - The Bayh College of Education
 - The College of Arts & Sciences
 - The College of Health & Human Services
 - The Bailey College of Engineering & Technology
 - The Donald W. Scott College of Business
 - Honors College

Writing Style Guide

- When referring to the Bayh College of Education, always include the entire name. Do not use the College of Education.
- When referring to the Scott College of Business, include the name 'Scott' in all references. Never use simply 'College of Business.' The full name, 'Donald W. Scott College of Business,' may be used in formal communications (invitations, etc.) as appropriate.

Advisor

- Always use "advisor" with an "o." Never use "adviser" with an "e."
- Alumna, Alumnae, Alumni, Alumnus.
- Use alumna (alumnae in the plural) to refer to a woman who has graduated.
- Use alumni when referring to a mixed-gender group of graduates.
- Use alumnus (alumni in the plural) to refer to a man who has graduated.

Ampersand (&)

- Use the ampersand as part of the formal college name (College of Health & Human Services) or when it is part of the formal name of another company or organization.
- The ampersand may be used for program names in lieu of "and" only in lists of programs, such as appear in viewbooks or brochures. (Ex. Criminology & Criminal Justice BS.) Other references, such as in press releases, web pages, or individual program brochures, should use "and" (Ex. Criminology and Criminal Justice BS.)

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Building and Facility Names

The following names are to be used in the first reference to campus facilities:

500 Wabash	Fairbanks Hall
Academic Enrichment Center	Federal Hall
Arena (use only in reference to the south gymnasium in the Health and Human Services Building)	Field Campus
Art Annex	Fine Arts Building
Athletics Annex West	Gibson Track and Field
Blumberg Hall	Gillum Hall
Bob Warn Field	Grounds Maintenance Building
Bookstore	Health and Human Services Building
Burford Hall	Heritage Ballroom
Butterfly Habitat	Heritage Lounge
Career Center	Hines Hall
Center for Multimedia Services	Holmstedt Hall
Central Chilled Water Plant	Hulman Center
Charles E. Brown African American Cultural Center	Hulman Memorial Student Union
Cherry Street Parking Garage	ISU Tree Farm
Commons, the	Indiana State University Foundation
Community Garden	Indiana University School of Medicine — Terre Haute
Condit House	John T. Myers Technology Center
Cromwell Hall	John W. Moore Welcome Center
Cunningham Memorial Library	Jones Hall
Dede Activity Center (also, Dede I, Dede II, and Dede III)	Kennedy Field
Dede Plaza	Kieweg Wood
Dreiser Hall	Kleuh Tennis Complex
Erickson Hall	Landini Center for Performing and Fine Arts
Facilities Management and Purchasing Building	Landsbaum Center for Health Education
	Little Blue Stem Prairie Memorial Stadium

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Michael Simmons Student Activity Center
Mills Hall
Normal Hall
Nursing Building
Oakley Place
Oakley Plaza
Parsons Hall
Pickerl Hall
Power Plant
Price Field
Rankin Hall
Recreation East
Recycling Center
Reeve Hall
Rhoads Hall
Root Hall
Sandison Hall
Satellite Chilled Water Plant
Science Building
Seventh Street Theater (formerly the
New Theater)
Soccer Field
St. John Softball Complex
Stalker Hall
State Room
Student Recreation Center
Student Services Building
Sycamore Center for Wellness and Applied Medicines
Sycamore Stadium
Sycamore Towers
Tilson Music Hall
Tirey Hall
University Apartments (Maehling Terrace 1, 2, and 3)
University Hall
University Pavilion
University Suite
Wildflower and Prairie Habitat
Wolf Field

- Common or shortened forms of building and facility names may be used on second references: the union, the library, etc.
- Abbreviations of Indiana State buildings and facilities should not be used in textual matter.

Capitalization

See Academic Degrees, Academic Units and Administrative Offices, Building and Facility Names, Centers and Programs, Chairperson, and Titles.

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Centers and Programs

- Capitalize only the full, formal name of programs and centers:
 - The Rowe Center for Communicative Disorders is affiliated with the Bayh College of Education.
 - The center is part of the Department of Communication Disorders and Counseling, School, and Educational Psychology.

Chairperson

- In accordance with the Chicago Manual of Style, 'chair' is the preferred gender-neutral term for 'chairman,' 'chairwoman,' or 'chairperson' and should be used for informal instances. 'She is chair of the department.' However, when used as a formal title in front of a person's name, 'Chairperson' should be used. 'Chairperson Smith convened the meeting.'
- Capitalize when used as a formal title:
 - Chairperson Smith is the advisor. Dr. Smith, Chairperson, is your academic advisor.

Courtesy Titles

- Avoid courtesy titles (Miss, Mr., Mrs., Ms.) except in correspondence.
- In textual matter, use the first and last name of the individual in the first reference and the last name in subsequent references:
 - John Smith presented a paper at our conference.
 - Smith's findings were based on many years of research.

Dash

Do not confuse with a hyphen. A long dash is keyboarded by entering two hyphens with no space before, between, or after.

Dates

- Use Arabic numerals without st, nd, rd, th.
Incorrect: April 15th, 2001.
Correct: April 15, 2001.

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Degrees

See *Academic Degrees*.

Ellipsis

- An ellipsis is used to indicate the deletion of words. Do not use an ellipsis to indicate a pause in thought.
Incorrect: The University is concerned about all students ... not just a few.
Correct: The University is concerned about all students — not just a few.
Correct: “I came to this University because ... I found a very friendly atmosphere.”
- Ellipses are keyboarded with one space before, one after, and one space between periods (. . .).
- If an ellipsis is used between sentences, four periods are keyboarded, with no space before the first period.

Email

- Lowercase, no hyphen
- Email and website addresses may be in brackets to eliminate confusion.

Ensure, Insure

- Use ensure to mean guarantee.
- Use insure when referring to insurance.

Fax

- Fax. Not FAX.

First Annual

- An event is not considered to be an annual event until it has been held for at least two successive years.

Fractions

- Spell out amounts less than one, using hyphens: two-thirds, four-fifths, seven-sixteenths, etc.
- Use figures for precise amounts larger than one: 2 1/2, 8 15/16.

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His/Her

See *Sexist Language*.

Hyphens

- Use a hyphen with numerals used as adjectives:
 - A 435-acre campus.
- Use a hyphen to link compound modifiers – two or more words that express a single concept preceding a noun:
 - A well-known fact, a full-time student.
- Do not use a hyphen following “very” or a word ending in “ly” in a compound modifier:
 - A newly acquired job.

Indiana State University

- It is recommended that the University be referred to as Indiana State University in the first reference.
- Indiana State and the University (uppercase U) may be used in subsequent reference.
- It is no longer considered appropriate to use “State” or “STATE” as a standalone signifier for Indiana State University.
- ISU (no periods) should be avoided in nearly all circumstances and only used to make an audience fully aware of what institution you are writing about. It is particularly important not to confuse anyone who might be more familiar with, for example, Illinois State University.

Internet

- Uppercase initial letter only if beginning a sentence.

Major/Minor

- Lowercase
 - A minor in psychology and a major in English.

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Numerals

- Spell out the whole numbers one through nine and use figures for 10 and above:
 - The program has 16 students, three of whom are graduate assistants.
- Use a comma in large numbers: 3,000.
- Spell out casual expressions:
 - You are one in a million!

Organizations

- Capitalize the full, formal names of boards and organizations:
 - Indiana State University Board of Trustees.
- Lowercase informal use of these names:
 - The trustees met recently.
 - The board met recently.

Percent

- One word, used with numerals: 60 percent.
- The symbol for percent (%) is used only in charts and graphs.

Programs and Centers

- Capitalize only the full, formal name of programs and centers.
 - The Rowe Center for Communicative Disorders is affiliated with the Bayh College of Education.
 - The center is part of the Department of Communication Disorders and Counseling, School, and Educational Psychology.

Pronoun Usage

University writing should respect and use the pronouns that are preferred by the subject: he, his, him; she, her, hers; they, theirs, them.

Room Locations

- List the building first, followed by the number:
 - The lecture will be in Holmstedt Hall 102.

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Quotation Marks

- The period and the comma always go within quotation marks.
- The dash, semicolon, question mark, and exclamation point go within quotation marks when they apply only to the quoted matter. They go outside when they apply to the whole sentence.

Semester

- Lowercase.
 - Register now for the spring semester.

Series

- Use commas to separate elements in a series.
- Use a comma before the conjunction in the series:
 - The campus is attractive, convenient, and compact.
- If commas are used in individual elements of the series, use semicolons to separate the elements:
 - The officers are Jane Doe, President; John Smith, Past President; and Jane Smith, Vice President.

Sexist Language

- In general, you should not use male forms of words when referring to both genders; if the use of specific pronouns is awkward or potentially insensitive, a slight revision of the sentence is the better choice.
Incorrect: A student spends many hours preparing for his or her finals.
Correct: Students spend many hours preparing for their finals.
- People of all gender identifications receive equal consideration in University writing.
- Physical descriptions, sexist references, demeaning stereotypes, and condescending phrases are to be eliminated.
- Terms such as chair or chairperson (instead of chairman) and humanity (instead of mankind) are more inclusive.
- One exception to this rule is the term “freshman” or “freshmen.” While “first-year students” is the more gender-inclusive term, the Indiana

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State University Office of Admissions has determined at this time that “freshman” will remain the standard noun and adjective referring to incoming, first-time students and the services they receive, due to its continued wide use and general recognizability.

- The term “upperclassmen” should, in virtually all circumstances where practical, be replaced by “returning students.” (“Returning student housing,” “scholarships for returning students”.) The term “upperclass or upper-class” should not be used to describe services or resources intended specifically for returning students.

States

Spell out. The two-letter uppercase state abbreviations devised by the post office are for use in addresses only.

Time

- Capitalize the full name of the time zone:
 - Eastern Standard Time. If an event is likely to affect people in another time zone, use the appropriate abbreviation: 9:00 a.m. EST.
- Avoid Indiana time and Illinois time. Be specific.
- Lowercase a.m. and p.m., using periods in editorial copy. Uppercase AM and PM, without periods, may be used in advertising copy.

Titles

- Capitalize a formal title:
Jane Smith, Professor of History. Mike Godard, President.
- Use lowercase for terms that are job descriptions rather than formal titles:
 - Dr. Smith is director of the program.

Toward

- Either “toward” or “towards” is correct, but for consistency purposes “toward” should be used exclusively.

Website

- One word, lowercase.

Editorial Style Guide

The Editorial Style Guide covers the current editorial approach to branding and marketing Indiana State University. While some content is also discussed in the Writing Style Guide, this editorial guide provides a broader overview of recent and current representations of the Indiana State University brand, particularly as it relates to the use of “Blue” as a descriptor and signifier for the University, and to dominant themes contained within our branding messages.

BRANDING TERMS AND THEMES

The following are branding terms and themes that are currently used or have been used recently in viewbooks and other marketing materials and recruitment messaging.

4-Year Graduation Guarantee: The 4-Year Graduation Guarantee is part of the Indiana State Advantage. It stipulates that if eligible students complete all of their program requirements and are unable to graduate in four years, the University will cover the cost of any remaining tuition. To be eligible, students must sign up for the Guarantee by the deadline during their freshman year, and they must adhere to all program requirements in their academic major. The Guarantee can be referenced in messaging as proof of a rich student experience and outstanding educational value.

Any mention of the 4-Year Graduation Guarantee in editorial content must be accompanied by the following disclaimer, either in the copy or as a footnote: **“The Graduation Guarantee is contingent upon student adhering to the graduation guarantee responsibilities.”** Any adjustments to Advantage language must be initiated by the Office of Financial Aid, and they must review any outgoing editorial content pertaining to the Advantage.

Academic Excellence: This phrase and related language (“outstanding academics,” “high-quality academics,” etc.) are part of the University’s current brand position and appear repeatedly in 2024-25 recruitment materials. They are intended to convey the idea that Indiana State provides a high-quality academic experience rich in hands-on learning experiences inside and outside the classroom.

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Affordability: Indiana State University had long branded itself as an affordable option for college. However, the term “affordability” was discovered to carry potentially negative connotations with respect to educational quality, and so the terms “affordable” and “affordability” have been de-emphasized in favor of “educational value,” which better represents the brand promise of the institution.

Average Starting Salary: This number (\$62,144 for the Class of 2023), as well as average starting salaries for individual Colleges, is frequently used as a proof for the Indiana State value proposition. The numbers are provided in the First Destination Survey, which is conducted annually by an external provider, the National Association of Colleges and Employers (<https://www.nacweb.org>).

Best Educational Value in the Region: This phrase is part of the University’s current brand positioning, and it appears repeatedly in 2024-25 recruitment materials. It is intended to communicate that Indiana State provides high overall value without explicitly referring to “cost” or “affordability.”

Blue: This was the central branding theme for Indiana State University as recently as 2021. Common editorial uses of this identifier included: “Blue is...”; “Play Blue”; “Blue@Work”; and perhaps most prominently, “There’s More to Blue.” These usages were retired in 2022 and the “Blue” theme updated. These iterations of “Blue” should no longer be used in any University messaging or marketing collateral.

Diverse Student Population: Indiana State’s underrepresented student population was almost 30 percent of its total as of 2023-24. Also, there are 69 countries outside the United States represented among Indiana State’s undergraduate and graduate students, and the Office of Multicultural Services and Programs sponsors many student groups and cultural programs on campus. These facts are offered as proof of a well-rounded student experience and a supportive, welcoming, multicultural campus environment at Indiana State.

Experience Grant: The Experience Grant is part of the Indiana State Advantage, a one-time grant valued up to \$3,000 (wording must be exact) that may be used to support an off-campus learning activity: a study-abroad experience, a service-learning trip, an undergraduate research project, an internship opportunity, or a

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creative activity. This can be referenced in messaging as proof of a rich student experience and outstanding educational value.

Any mention of the Experience Grant in editorial content must be accompanied by the following disclaimer, either in the copy or as a footnote: **“The Experience Grant supports an out-of-classroom learning opportunity. This can be an internship, service trip, undergraduate research, creative activity, or study-abroad experience. The one-time grant will be available beginning the second year at Indiana State. Some restrictions may apply. Visit [IndianaState.edu/financial-aid/experience](https://www.indianastate.edu/financial-aid/experience) for details.”** Any adjustments to Advantage language must be initiated by the Office of Financial Aid, and they must review any outgoing editorial content pertaining to the Advantage.

The Forest: The term “The Forest” has both a specific, sports-related meaning and a broader meaning in reference to brand identity. For Athletics, The Forest is the student cheering section. For a nominal fee, students can join The Forest for seating in the student section, early admission to games, and other perks. From 2021 - 24, The Forest was also used sparingly as secondary branding in reference to Indiana State and its campus – “Apply to Indiana State and join The Forest!” This plays off Indiana State’s moniker as the Sycamores and also references the fact that Indiana State is a Tree Campus USA and has a beautiful, tree-filled campus. However, this generalized usage of “The Forest” as a branding element for the University and campus was largely discontinued in 2024 and should no longer be used in that way. It remains the name of the student cheering section for Athletics.

Tuition-Free Guarantee: The Tuition-Free Guarantee offer is for Pell-eligible students from certain states who qualify under the Indiana State Advantage plan. It is important always to explain this as “four years’ free in-state tuition,” since the amount of tuition forgiven under the plan is equal to the cost of in-state tuition for a student from Indiana. Eligible out-of-state students may qualify for the in-state tuition rate, but if not, they will be required to pay the difference between the in-state tuition, which will be free, and the tuition rate for out-of-state students.

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Any mention of the Tuition-Free Guarantee in editorial content must be accompanied by the following disclaimer as a footnote: **“Four years’ in-state tuition available to students in Indiana, Illinois, Kentucky, Ohio, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, or Wisconsin. Students must be Pell-eligible and have at least a 2.75 GPA in high school. Annual tuition coverage contingent on continued academic performance and Pell eligibility. Details may be found at IndianaState.edu/tuitionguarantee.”** Any adjustments to Advantage language must be initiated by the Office of Financial Aid, and they must review any outgoing editorial content pertaining to the Advantage.

Hands-On Learning: This phrase references the practical nature of an Indiana State education, which provides considerable experiential learning opportunities. It is believed that “experiential learning” may be too much of an inside higher ed term and that “hands-on learning” conveys the idea in a more straightforward way.

Indiana State Advantage: The Indiana State Advantage refers to a package of admission incentives that includes the Tuition-Free Guarantee, which is four years of free in-state tuition for qualified, Pell-eligible students; a one-time Experience Grant valued up to \$3,000 for an out-of-classroom learning experience such as study abroad; and the 4-Year Graduation Guarantee, which guarantees graduation in four years for students who meet all program requirements. The Indiana State Advantage, which launched in 2021, was not conceived as a tagline or brand identifier for the University – in short, it was not intended as a replacement for “Blue” – and should not be used as such. It is a specific identifier for this package of admissions incentives for prospective students. Each plank of the Advantage comes with guidelines, qualifiers, and restrictions, and these must be appropriately referenced, or direction given to visit a url for more information, whenever the Advantage or its elements are mentioned. (See specific entries for more details.)

Any adjustments to Advantage language must be initiated by the Office of Financial Aid, and they must review any outgoing editorial content pertaining to the Advantage. The webpage url is IndianaState.edu/advantage.

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Indiana’s STATE University: This phrase has seen limited marketing use in viewbooks and other collateral since 2022 and is rooted in a frequent comment by the previous Indiana State University president, Dr. Deborah J. Curtis, that Indiana State is “Indiana’s state university.” This is intended to reference the fact that Indiana State makes a valuable contribution to Indiana’s workforce, with approximately 64 percent of our graduates remaining in the state. It is also a positioning statement that relies on Indiana State’s name to reflect its place of primary importance within Indiana’s hierarchy of public institutions. Editorial representations of this phrase need not use STATE in all caps, but the capitalization is meant to indicate the verbal emphasis that should be placed on the word when the phrase is spoken. As indicated further down, STATE should no longer be used as a standalone identifier for Indiana State University.

ISU: Although the acronym ISU is commonly used by students, alumni, and other campus community members, it is the policy and practice of University Marketing not to use ISU as a signifier for Indiana State in any collateral or messaging. It is important to differentiate Indiana State University from other nearby campuses, such as Illinois State University, that share the same acronym. Therefore, ISU should never be used in official communications, messaging, social media posts, or marketing collateral. “Indiana State University” should be used on first reference and “Indiana State” used thereafter.

Job Placement Rate: Job placement rate is frequently cited in marketing messaging and collateral as proof of the outstanding educational value of an Indiana State University education. The job placement rate for 2023 was 93 percent, according to the most recent First Destination Survey. That includes students who obtained full-time employment, were accepted into graduate school, or entered military service. Indiana State’s programs and departments maintain excellent relationships with major employers throughout Indiana and beyond, and our strong job placement numbers provide evidence of this value point. The percentages are provided in the First Destination Survey, which is conducted annually by an external provider, the National Association of Colleges and Employers (<https://www.naceweb.org>).

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Legends, Legendary, etc: “Legendary” was a one-year marketing theme that was used in primary viewbook and other recruitment collateral for the 2023-24 recruitment cycle. It was developed as an iterative move away from the “Wear Blue” theme and was originally intended for the 2024-25 recruitment cycle. A decision was made to move that timetable up one year. Usages included phrases such as “Be Legendary,” “Build Your Legend,” etc. This campaign was not carried over for 2024-25 and should no longer be used in any collateral or messaging.

Living-Learning Communities: Indiana State offers dedicated residence hall buildings or floors for groups of students who are pursuing the same majors or share similar interests, such as entrepreneurship, sustainability, etc. These are offered as proof that Indiana State is a place where students can find their community and build their social circles.

#MarchOn: #MarchOn is the official hashtag of Indiana State University Athletics. It should only be used in conjunction with Athletics messaging.

Nationally Ranked for Social Mobility: Social mobility remains an important value metric for Indiana State University. The University has traditionally ranked very highly nationally and in the Midwest in the Social Mobility Index published by CollegeNET.

Due to fluctuating rankings from year to year, we do not list a specific ranking number but typically refer to a percentage ranking (i.e., among the top 14% nationally) or refer more generally to being nationally ranked for social mobility. Also, because some prospective students and parents may not be familiar with the term “social mobility,” we also discuss this metric in terms of “increased earning power” and the ability to “go anywhere” in life and career.

People of STATE: People of STATE is a blog site at <https://peopleofstate.com> that publishes features and occasional multimedia packages about Sycamore students, alumni, faculty, and staff. The phrase is not used in any branding or promotional context other than in association with the blog site. Articles are published here once per week on average.

Personalized Learning: Indiana State University faculty are known to provide individualized attention to students. This is made possible, in part, by our small

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class sizes (see below). This provides a proof point to support our brand promise of outstanding academics and a rich student experience.

Rich Student Experience: This phrase is part of the University's current brand position, and it appears repeatedly in 2024-25 recruitment materials. It is intended to communicate the overall quality of Sycamores' student experience on and off campus.

Roll Trees: This has been used generally as a cheer and an expression of support for Sycamore Athletics teams. This is not a phrase that has been or should be used for marketing or communication purposes beyond Athletics.

Small Class Sizes: Indiana State's student-faculty ratio is currently estimated at 16:1, and most classes have fewer than 30 students. This is cited as proof of outstanding educational value and a rich student experience.

STATE: Prior to 2022, "STATE" was a commonly used signifier for Indiana State University and was used in a variety of permutations. ("Apply to STATE," "Life at STATE," "STATE Your Place.") This usage corresponded with the advent of "People of STATE," a feature blog that highlights stories of students, grads, faculty, and staff, in 2019. Although People of STATE remains active, the standalone usage of "STATE" as a signifier for the University officially ceased in 2021-22.

Sycamore Alumni Network: Indiana State has more than 100,000 alumni worldwide. This is cited as proof of an extensive network of alumni in major industries who can help students secure internship and externship opportunities and assist new graduates in finding jobs and becoming established professionally.

Sycamores: Indiana State student-athletes are the Sycamores, and the term is also used to describe any Indiana State student, graduate, or campus community member. Common uses include "Welcome Sycamores" and "Go Sycamores!" and the latter phrase is often used as a sign-off for email communications. A graduating class is often referred to as the Sycamore Class of 2024, for example.

Sycamore Experience: The Sycamore experience refers to the total student experience at Indiana State University. When inviting prospective students to

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visit campus, we might invite them to speak with current students and “learn about their Sycamore experience.” When we create social media posts for People of STATE student features, we invite the audience to “learn more about Jane’s Sycamore experience at Indiana State.” The phrase “Sycamore experience” is intended to represent the unique set of rich student experiences that comprise the student’s educational journey at Indiana State.

Sycamore Family: “Welcome to our Sycamore Family” or “Join our Sycamore Family” are sometimes used in marketing appeals, email communications, and other channels as appropriate. The idea of the Sycamore Family refers to the fact that Indiana State is a friendly, close-knit, and supportive campus, which is a core feature of the University’s current brand identity. The Sycamore Family is an expression of that identity and brand promise.

Sycamore Sam: Sycamore Sam is the mascot of Indiana State University. Sam is supposed to be a “woodland creature” of indeterminate species and gender. Sam is a regular presence at sporting events but also plays a role in new student orientation and recruitment-related campus events. University Marketing manages Sam for non-athletics appearances, while Sycamore Athletics manages Sam’s sports-related activities. While Sam is a fun, known campus personality, the mascot is not known to prospective students, and so images of or references to Sam are not currently used in recruitment marketing or messaging.

It is important to note that Marketing maintains one set of logos representing Sycamore Sam and Athletics maintains a separate set of logos for its own promotional purposes. The Marketing logos lean into Sam’s cute and friendly persona, while the Athletics Sam logos adopt a more intense, stylized design that implies competitiveness and a degree of fierceness. See the Athletics Brand Guide for more details about their use of Sycamore Sam in marketing messaging and collateral.

Undergraduate Research: Undergraduate students at Indiana State University have many opportunities to participate in undergraduate research with faculty. An undergraduate research experience is one of the opportunities toward which students can apply their one-time Experience Grant, part of the Indiana State Advantage.

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Wear Blue: This latest iteration of the “Blue” branding concept was developed and launched in 2022. After initially seeking to move away from “Blue,” the University decided to adapt its usage into a revised tagline. To “Wear Blue” is to attend Indiana State, and the phrase was used in a variety of permutations: “Ambitious Students Wear Blue,” “Future Criminologists Wear Blue,” “You’ll Look Great Wearing Blue,” etc. One prominent usage of the phrase was “Real Achievers Wear Blue” (with “achievers” being replaced by a variety of other nouns: “leaders,” “nurses,” etc.) The “Wear Blue” theme was de-emphasized in 2023’s recruitment materials and has been used only intermittently in 2024.

World-Class: This descriptor phrase came into use in 2021 as a means of describing Indiana State’s academics and faculty in more elevated terms. It was used specifically in conjunction with messaging for the Indiana State Advantage and was intended to communicate that Indiana State offers a high-value learning experience. It remains in occasional use in current collateral and messaging.

BRANDING TERMS AND THEMES

The current editorial approach to recruitment messaging revolves less around a tagline such as “Wear Blue” and more around a brand position: that Indiana State University offers outstanding academics, a rich student experience, and the best educational value in the region. This phrasing is repeated throughout the 2024-25 marketing collateral and forms the core of our current messaging. All content is geared to offer support and proof for this brand position.

This messaging is coupled with a traditional approach to design and imagery and a deliberate emphasis on the name: Indiana State University. The goal is to reinforce Indiana State’s image as a 159-year-old institution of higher learning as proof of the University’s high educational quality and reputable standing in the state’s education landscape. All other elements still in use (see above) should support this position.



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