



INDIANA STATE UNIVERSITY

Brand Guidelines

February 2026

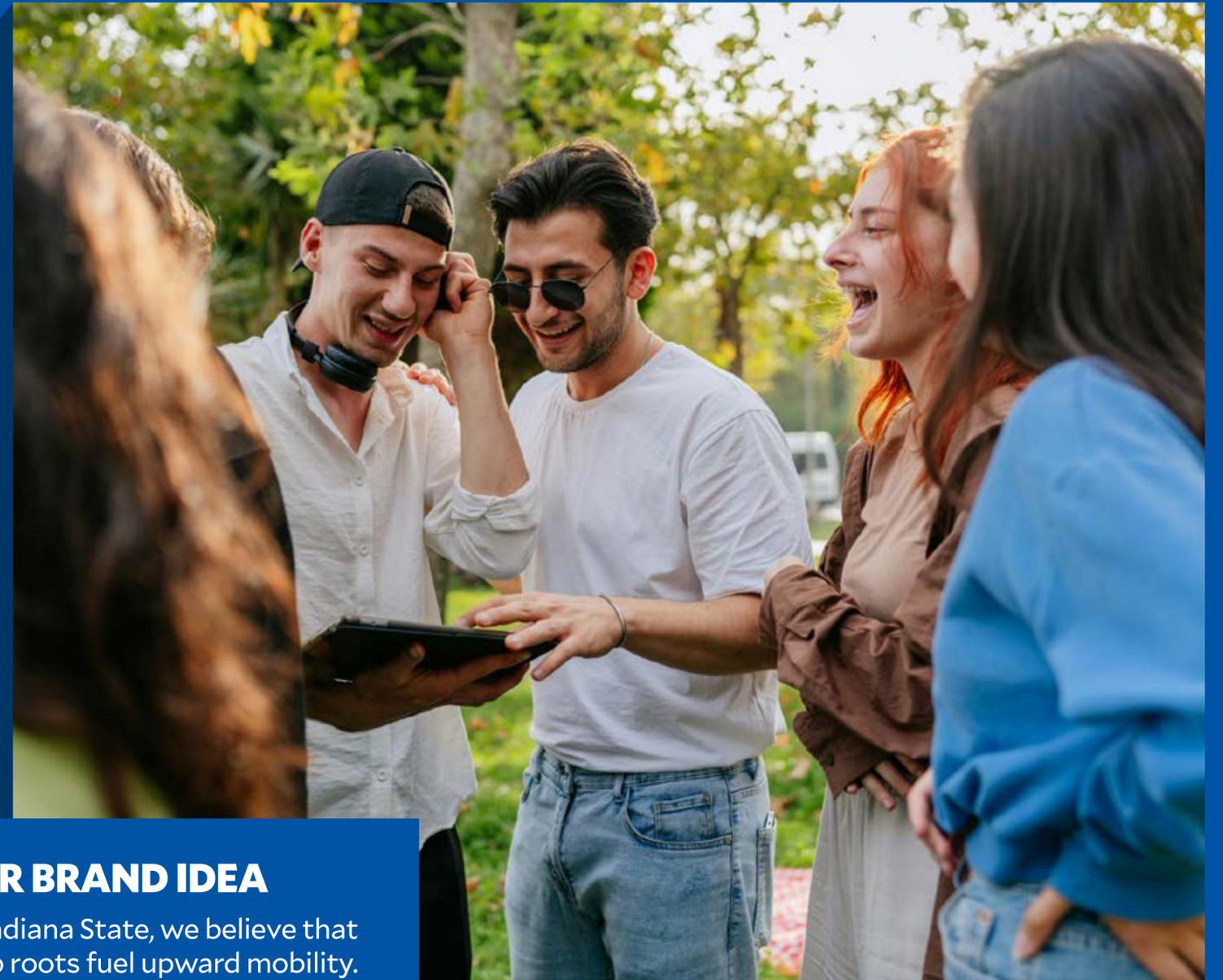
WHAT ARE BRAND GUIDELINES?

The purpose of this guide is to ensure consistency in our communication, creating a clear, recognizable, and powerful brand identity.



OUR BRAND IDEA

At Indiana State, we believe that deep roots fuel upward mobility. We are a place to both fit in and stand out, providing the support and opportunity for students to realize their ambitions.



01 BRAND STRATEGY

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BRAND STRATEGY

Section 1

Brand Strategy

BRAND PLATFORM

Brand Promise

Brand Pillars

Brand Personality

Brand Foundation

Brand Platform Overview



BRAND PROMISE

A brand promise is a brief, strategic statement that conveys the brand's universal truth.

Promise

TAKE ROOT AND RISE:

At Indiana State University, we believe deep roots fuel upward mobility. With an affordable, transformative education grounded in practical skills and unwavering support, our graduates flourish wherever they land— building brighter futures for themselves and their communities.

Brand Strategy

BRAND PLATFORM

Brand Promise

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BRAND PILLARS

These are the emotional narratives that combine to support the brand promise. They should be used like narratives that occur over and over again, sometimes in the foreground, sometimes in the background, and oftentimes o-occurring with other pillars.

Pillars

Future Focused

Indiana State University equips students for lifelong career adaptability through hands-on experiences, industry connections, and resilience-building mentorship, ensuring they flourish in any job market.

Empowering Opportunity

Indiana State University is committed to breaking down barriers to higher education, empowering students from all backgrounds to achieve upward mobility through accessible, transformative education that opens doors to lasting progress and brighter futures.

Unwavering Support

Indiana State University is all in for student success. Our unwavering commitment to ensuring every student is seen, heard and supported cultivates an environment where all may rise to their full potential.

Advancing Together

Through strategic partnerships and innovative initiatives, Indiana State University strengthens community connections, creating regional impact and empowering communities to thrive together and beyond.

Brand Strategy

BRAND PLATFORM

- Brand Promise
- Brand Pillars
- Brand Personality**
- Brand Foundation
- Brand Platform Overview



BRAND PERSONALITY

This is how we speak, sound and act that helps to define the brand and how it interacts with different audiences.

Personality



Ambitious

We embrace challenges, actively engage, and get things done.



Energetic

We are a conduit for the energy and hustle of our students, campus and community.



Rooted

We remain steadfast in the connection between our community and vision for the future.



Attentive

We share a common bond to offer support to all students, no matter their background.

Brand Strategy

BRAND PLATFORM

- Brand Promise
- Brand Pillars
- Brand Personality
- Brand Foundation**
- Brand Platform Overview



BRAND FOUNDATION

These four core values lay the foundation for our brand platform.

Foundation (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 our 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.

Brand Strategy

BRAND PLATFORM

- Brand Promise
- Brand Pillars
- Brand Personality
- Brand Foundation
- Brand Platform Overview**



Brand Promise:

TAKE ROOT AND RISE:

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Brand Pillars

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Brand Personality

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Brand Foundation

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IDENTITY

[Section 3]

Identity

LOGOMARK

Tier 1 - Horizontal

Tier 1 - Vertical

Variations

Clear Space

Tier 2 & Tier 3

Tier 4

Other University Marks

Incorrect Usage

TIER 1 - HORIZONTAL



Identity

LOGOMARK

Tier 1 - Horizontal

Tier 1 - Vertical

Variations

Clear Space

Tier 2 & Tier 3

Tier 4

Other University Marks

Incorrect Usage

TIER 1 - VERTICAL



50% of width of 'I'
in State Icon

**INDIANA STATE
UNIVERSITY**

Hepta Slab
Semibold

26 PT Font Size,
26 PT Leading



Identity

LOGOMARK

Tier 1 - Horizontal

Tier 1 - Vertical

Variations

Clear Space

Tier 2 & Tier 3

Tier 4

Other University Marks

Incorrect Usage



TIER 1 - HORIZONTAL



TIER 1 - VERTICAL



Identity

LOGOMARK

Tier 1 - Horizontal

Tier 1 - Vertical

Variations

Clear Space

Tier 2 & Tier 3

Tier 4

Other University Marks

Incorrect Usage



CLEAR SPACE

A minimum distance is required between the Indiana State word mark and all other graphic elements.

To determine the minimum distance between the word mark and all other graphic elements:

1. Draw a measurement box around the “I” in the Indiana State Icon. This square will become your measurement starting point.
2. The size of the safety zone must equal the distance of this measurement box.
3. Extend the safety zone at the top, bottom and sides of the word mark. This sets up your guidelines all around. No graphic elements may fall within the blue lines



Identity

LOGOMARK

Tier 1 - Horizontal

Tier 1 - Vertical

Variations

Clear Space

Tier 2 & Tier 3

Tier 4

Other University Marks

Incorrect Usage



COLLEGE MARKS & IDENTIFIERS

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.

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.

Note:

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.

TIER 2 - COLLEGE MARK



TIER 3 - IDENTIFIER MARK



Identity

LOGOMARK

Tier 1 - Horizontal

Tier 1 - Vertical

Variations

Clear Space

Tier 2 & Tier 3

Tier 4

Other University Marks

Incorrect Usage



TIER 4 MARKS

The **Tier 4 Marks** are our way of branding various programs within Indiana State University.

The Tier 4 Marks can replace the University Logo on printed or digital materials; it's not necessary for both to be used on one piece.

Instead of having color variations of the Tier 4 Marks, the single mark can be placed on any of the previously stated colors.

Note:

University Marketing must be contacted in the event that a Tier 4 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 Tier 4 Marks.

TIER 4



Identity

LOGOMARK

Tier 1 - Horizontal

Tier 1 - Vertical

Variations

Clear Space

Tier 2 & Tier 3

Tier 4

Other University Marks

Incorrect Usage



TIER 4 MARKS

Indiana State University’s refreshed visual identity reflects who we are - rooted in tradition, rising with purpose. Our unified, flexible logo system connects every expression of the refreshed brand, reinforcing the values of clarity, confidence, and connection. The system includes three distinct marks:

Primary Institutional Mark – The state outline with the “I.”

Secondary Institutional Mark – The “Indiana State” mark

Athletics Mark – The “Sycamores” logo, representing Indiana State Athletics

Each mark plays a defined role within the University’s brand architecture. Used consistently, they strengthen recognition, foster belonging, and ensure that every message feels unmistakably Indiana State.

Note:

University Marketing must be contacted in the event that a Tier 4 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 Tier 4 Marks.

PRIMARY INSTITUTIONAL MARK: STATE OUTLINE WITH “I”



The Primary Mark is our core identifier - the visual heart of Indiana State University. It symbolizes both our deep roots and our statewide impact, representing the institution across academic, administrative, commercial, and official communications:

- On official University documents (stationery, letterhead, business cards, contracts, reports).
- For academic and administrative communications, most frequently paired with the text Indiana State University
- In institutional or commercial applications where the University is represented in an official, non-athletic capacity.

SECONDARY INSTITUTIONAL MARK: “INDIANA STATE”



The “Indiana State” wordmark extends the brand’s visibility across digital and large-scale environments and is reserved primarily for marketing purposes. It provides a bold, readable identifier that supports brand recognition at scale:

- On digital platforms (web, social, digital ads) in outdoor and paid marketing campaigns.
- On limited apparel and merchandise designed to elevate institutional identity beyond athletics.
- On limited promotional materials designed for recognition beyond Indiana.

ATHLETICS MARK: “SYCAMORES” LOGO



The Athletics Mark represents Sycamore pride - competitive, energetic, and united. It embodies the heart of our athletic programs and the broader Sycamore community.

- For varsity athletics and sports marketing, with the explicit approval of Indiana State Athletics
- On uniforms, facilities, and fan merchandise.
- For spirit and community events (Homecoming, Welcome Week, alumni activities).

Identity

LOGOMARK

Tier 1 - Horizontal

Tier 1 - Vertical

Variations

Clear Space

Tier 2 & Tier 3

Tier 4

Other University Marks

Incorrect Usage



OTHER UNIVERSITY MARKS

SEAL

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.

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.



Note: University Marketing must be contacted in the event that the Seal needs to be used. (e.g., academic seal, on diplomas, commencement programs, and transcripts)

Identity

LOGOMARK

Tier 1 - Horizontal

Tier 1 - Vertical

Variations

Clear Space

Tier 2 & Tier 3

Tier 4

Other University Marks

Incorrect Usage



OTHER UNIVERSITY 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. Please refer to the **Athletics Style Guide** for all athletic-related branding information.

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

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

ATHLETICS & THE FOREST MARKS



CAMPAIGN INITIATIVES



Identity

LOGOMARK

Tier 1 - Horizontal

Tier 1 - Vertical

Variations

Clear Space

Tier 2 & Tier 3

Tier 4

Other University Marks

Incorrect Usage



Do use the approved versions of the logo outlined on page 27.



Do Not tilt the logo



Do Not stretch or skew the proportions of the logo in any way



Do Not apply the logo directly over busy imagery



Do Not attempt to manually recreate the logo



Do Not alter the color of the logo



Do Not apply drop shadows or special effects to the logo



Do not lock up promotional slogans with the logo.



Do Not rearrange the logomark and wordmark

VISUAL LANGUAGE

[Section 4]

Verbal
Language

TYPOGRAPHY

Typefaces
Hierarchy



MALLORY

Hepta Slab

Red Hat Mono

Visual Language

TYPOGRAPHY

Typefaces
Hierarchy



Mallory

Headlines

MALLORY XCONDENSED BLACK

Subheads

MALLORY COMPACT BLACK

Body Copy

Mallory Light, Book, Medium, and **Bold**

COMMERCIAL BRAND FONT

Should be used for all external marketing materials.

All usable weights and styles of Mallory are available for purchase.

Please reach out to University Marketing for specific direction on purchasing and licenses.

[Link](#)

SYSTEM FONT ALTERNATIVE

Should only be used when our primary fonts are unavailable. (e.g., email signatures)

TAHOMA
(For Headlines)

VERDANA
(For subheads)

Trebuchet MS
(For Body Copy)

Visual Language

TYPOGRAPHY

Typefaces
Hierarchy

Hepta Slab

Eyebrows & Subheads

Hepta Slab Regular, Medium, **Semibold**, **Bold**

[IN] Visual Device, Call-to-actions and Stats

Hepta Slab Bold

Body Copy

Hepta Slab Regular

GOOGLE BRAND FONT

Should be used for **ALL** external and internal marketing materials.

All usable weights and styles of Hepta Slab are available for free through Google Fonts.

[Link](#)

SYSTEM FONT ALTERNATIVE

Should only be used when our primary fonts are unavailable.
(e.g., email signatures)

TAHOMA
(For Headlines)

VERDANA
(For subheads)

Trebuchet MS
(For Body Copy)



Visual Language

TYPOGRAPHY

Typefaces

Hierarchy



Red Hat Mono

Descriptors/Captions

Red Hat Mono Medium, **SemiBold**, **Bold**

GOOGLE BRAND FONT

Should be used for **ALL** external and internal marketing materials.

All usable weights and styles of Red Hat Mono [Link](#) are available for free through Google Fonts.

SYSTEM FONT ALTERNATIVE

Should only be used when our primary fonts and Google font alternatives are unavailable. (e.g., email signatures)

Courier New
(For all instances)

Visual Language

TYPOGRAPHY

Typefaces
Hierarchy



**[IN]
VISUAL DEVICE** Hepta Slab Bold
85pt / -20 Tracking

HEADLINE Mallory Extra Condensed Black
240pt / 195pt Leading / -20 Tracking

SUBHEAD Mallory Compact Black
24pt / -20 Tracking

**INTRO
BODY COPY** Mallory Bold
20pt / 24pt Leading / -20 Tracking

**SMALLER
BODY COPY** Hepta Slab Regular
14pt / 20pt Leading / -20 Tracking

CALL-TO-ACTION Hepta Slab Bold
22pt / -20 Tracking

THIS IS YOUR [IN]

LET'S AMPLIFY YOUR AMBITION

Ero ducius, velecep elliquae nobis eum enihicab ipsamet iniscit harchilliqui dolo digentioest, sum ima quasitam re aliae dolorem.

Ero ducius, velecep elliquae nobis eum enihicab ipsamet iniscit harchilliqui dolo digentioest, sum ima quasitam re aliae dolorem. Et dolum vendis audipidunt esti as sed que ped. Uptum ium etur as autatqui demodit, ommos quiam, ipictae. Parum voloris re volorios aut untempo rrovit imi, cum autecto blabo eria quamus.

Psamet iniscit harchilliqui dolo digentioest, sum ima quasitam re aliae dolorem. Et dolum vendis audipidunt esti as sed que ped. Uptum ium etur as autatqui demodit, ommos quiam, ipictae. Parum voloris re volorios aut untempo rrovit imi, cum autecto blabo eria quamus.

Psamet iniscit harchilliqui dolo digentioest, sum ima quasitam re aliae dolorem. Et dolum vendis audipidunt esti as sed que ped. Uptum ium etur as autatqui demodit, ommos quiam, ipictae. Parum voloris re volorios aut untempo rrovit imi, cum autecto blabo eria quamus.

indianastate.edu

Visual Language

TYPOGRAPHY

Typefaces
Hierarchy



EYEBROW Hepta Slab Regular
40pt / 44pt Leading / -40 Tracking

SUBHEAD Mallory XCondensed
190pt / 155pt Leading / -20 Tracking

STAT Hepta Slab Regular
75pt / -40 Tracking

CAPTION Red Hat Mono Semibold
16pt / 19pt Leading / 0 Tracking

Find your people,
elevate your purpose.

BELONG & BECOME

3.7 GPA
Minimum requirement as
an incoming freshman

16:1
Student to
Faculty Ratio

20%
of the class of 2026
joined Honors College

Visual Language

COLOR

Overview

Contrast Guidelines

Weighted Usage



PRIMARY

Dark Blue

PMS 2955C
CMYK: 100/52/0/58
RGB: 0/54/101
#003665

Royal Blue

PMS 293C
CMYK: 100/76/0/0
RGB: 0/83/165
#0053A5

White

RGB: 255/255/255
CMYK: 0/0/0/0
#FFFFFF

SECONDARY

Vintage Blue

PMS 297C
CMYK: 52/0/0/0
RGB: 102/206/246
#66CEF6

Icy Blue

PMS 297C (15% Tint)
CMYK: 8/0/0/0
RGB: 232/248/254
#D9F3FD

*Neon Sky

RGB: 184/245/255
#B8F5FF

***DIGITAL-ONLY**

Visual Language

COLOR

Overview

Contrast Guidelines

Weighted Usage



CONTRAST GUIDELINES

Web Content Accessibility Guidelines (or WCAG) ensure that web content is available for audiences with disabilities. In order to ensure accessibility for all readers, check to see that the color of the background and foreground (text) has sufficient contrast (note: this does not apply to graphics, patterns, or print materials). For more information, visit contrast-grid.eightshapes.com.

- AAA Pass, AAA (7+)
- AA Pass, AA (4.5+)
- AA18 Pass, Large Text Only (3+)
Large Text is defined as 14px+
- DNP Does Not Pass

	Text	#003665	#0053A5	#FFFFFF	#66CEF6	#D9F3FD	#B8F5FF
Background							
Dark Blue #003665	Text		Text DNP 1.6	Text AAA 12.2	Text AA 6.8	Text AAA 10.6	Text AAA 10
Royal Blue #0053A5	Text	Text DNP 1.6		Text AAA 7.5	Text AA18 4.2	Text AA 6.5	Text AA 6.3
White #FFFFFF	Text AAA 12.2	Text AAA 7.5			Text DNP 1.7	Text DNP 1.1	Text DNP 1.2
Vintage Blue #66CEF6	Text AA 6.8	Text AA18 4.2		Text DNP 1.7		Text DNP 1.5	Text DNP 1.5
Icy Blue #D9F3FD	Text AAA 10.6	Text AA 6.5		Text DNP 1.1	Text DNP 1.5		Text DNP 1
Neon Sky #B8F5FF	Text	Text		Text	Text	Text	

Visual Language

COLOR

Overview

Contrast Guidelines

Weighted Usage



CONTRAST GUIDELINES

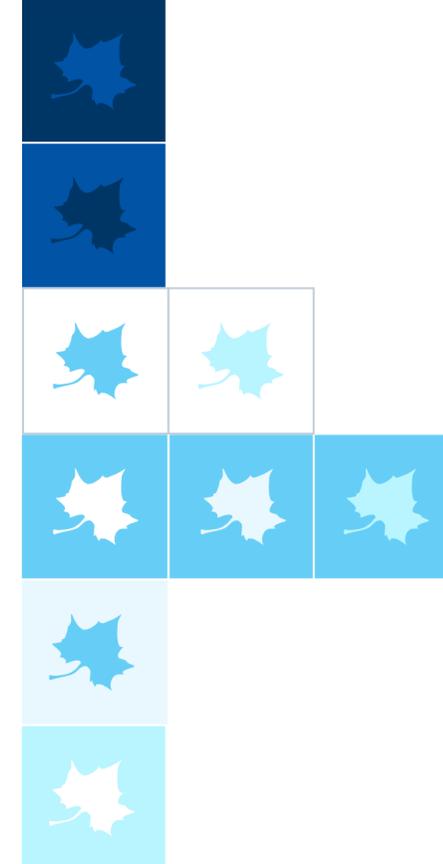
In light of our Web Content Accessibility Guidelines, we have recommendations for color pairings to ensure adherence to our WCAG standards, while still staying as visually pleasing and on-brand as possible.

PREFERRED COLOR COMBINATIONS

Aa	Aa	Aa	Aa
Aa	Aa	Aa	Aa
Aa	Aa		

PREFERRED FOR GRAPHICS

(not suitable for text or important elements)



Visual Language

COLOR

Overview

Contrast Guidelines

Weighted Usage

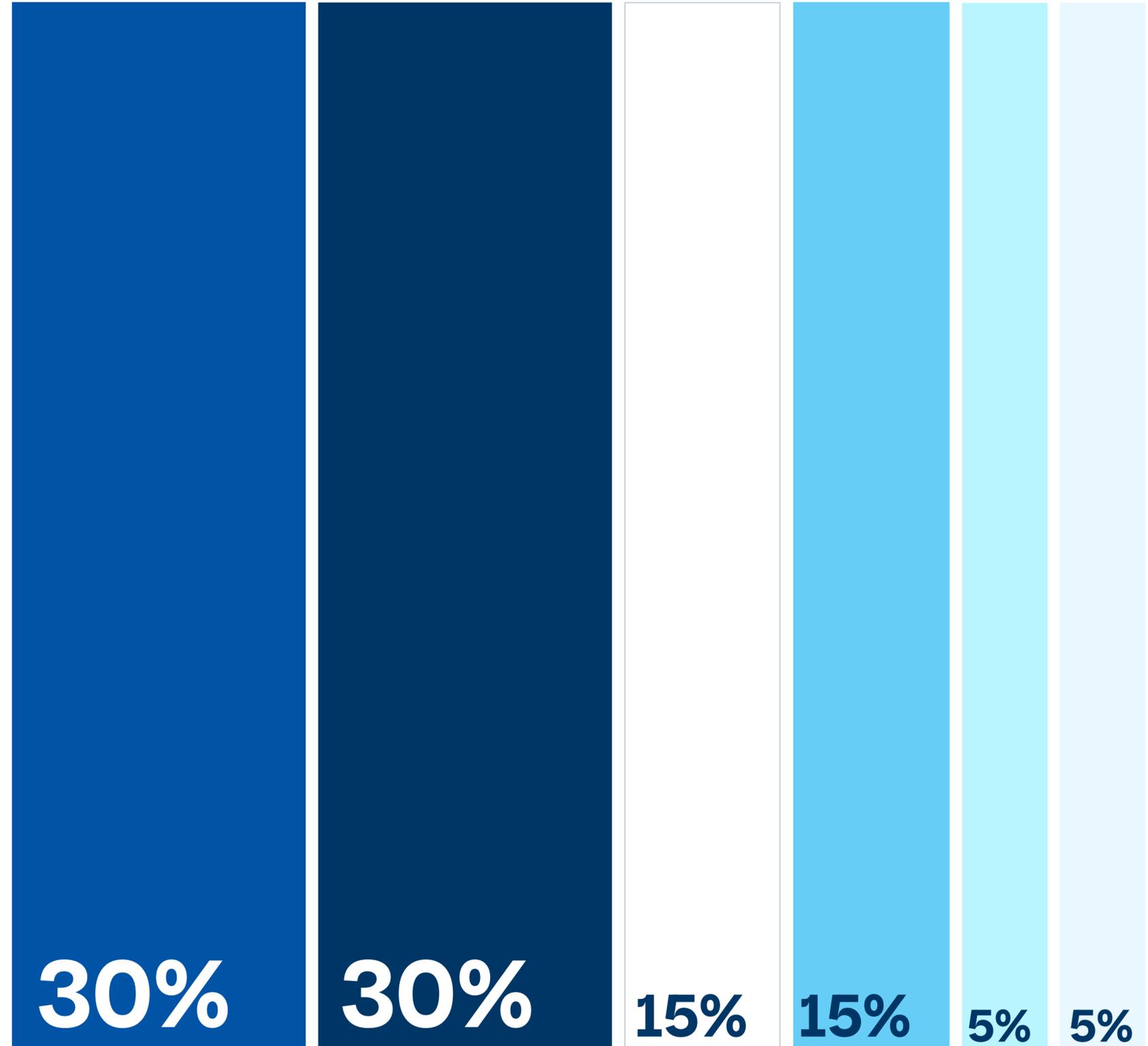


WEIGHTED USAGE

Weighted usage helps ensure brand consistency by defining how often each color in the palette should appear within a composition. The purpose is to balancing primary and secondary colors so we can preserve the brand's visual hierarchy.

Note:

Not every project needs to be exact, but this example acts as a guide to ensure consistency.



Visual Language

GRAPHIC ELEMENTS

The Bracket

40° Angle

Directional Projection

The Sycamore Leaf



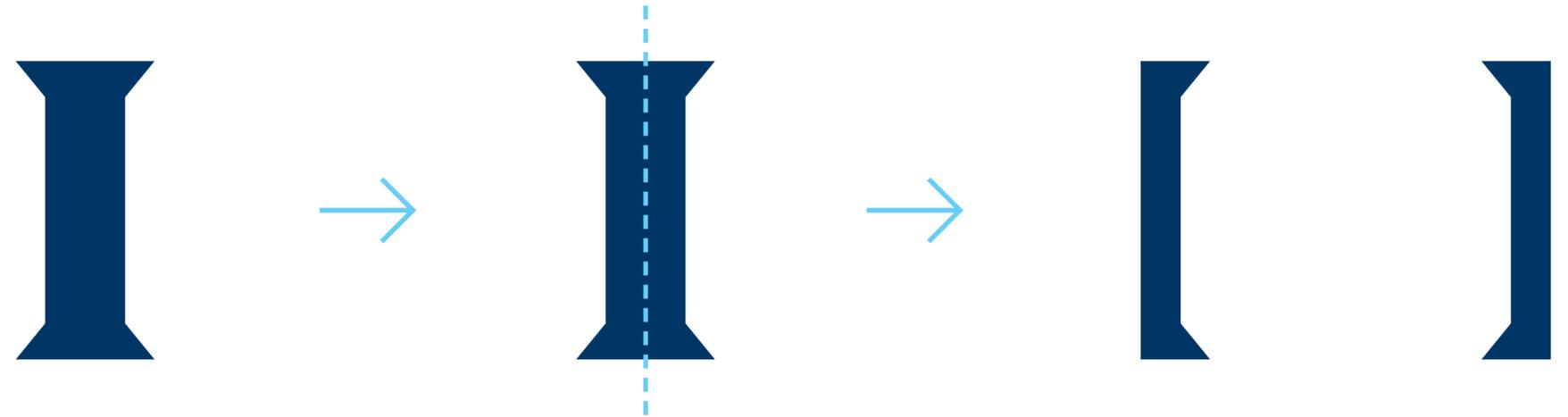
THE BRACKET

Inspired by the serif angles of the iconic 'I' in our institutional logo, we've divided the form into two parts to create a distinctive bracket motif.

This element is meant to be flexible, so it can be used in various ways within our system. To the right are a few examples of when we're using the bracket correctly.

Incorrect Uses:

- **Do not** use brackets to frame logos.
- **Do not** rotate, skew, distort, or alter the bracket shape from its original format.



1 Framing subjects within an image.



3 Framing a subhead/callout.



2 Using our signature [IN] device within a headline.



4 Emphasizing connection between ideas.



Visual Language

GRAPHIC ELEMENTS

The Bracket

40° Angle

Directional Projection

The Sycamore Leaf



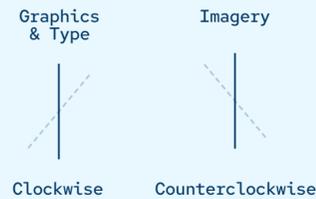
40° ANGLE

Originating from the bracket motif, we're incorporating the 40° angle found within the serif as a unifying element across our graphic system.

Incorrect Uses:

- **Do not** rotate type at a 40° angle.
- **Do not** rotate Imagery at a 40° angle.
- **Do not** rotating logos at a 40° angle.
- **Do not** rotate elements beyond the specified 40° angle clockwise or counterclockwise.

The 40° angle always begins from a vertical starting point.

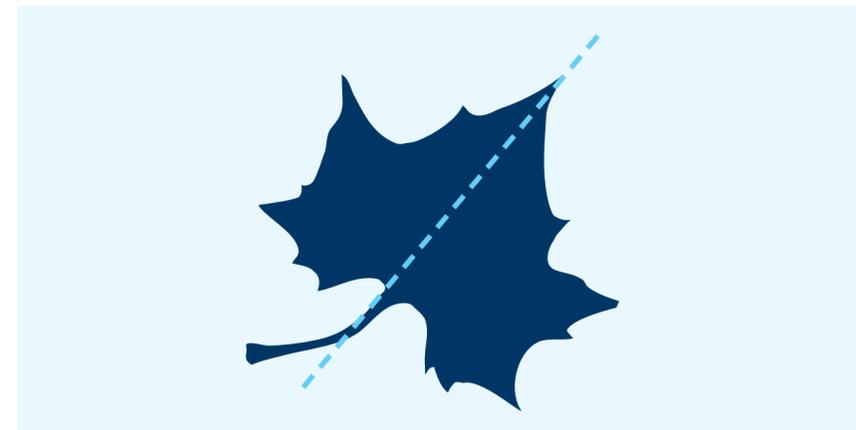


Note:

These images are for placement only and are not to be used in any real-word executions.



1 Rotating the Sycamore leaf at 40° clockwise.



3 Creating a 40° counter clockwise projection behind imagery.



2 Creating headlines with a 40° clockwise projection.



4 Splitting Imagery and background patterns.



Visual Language

GRAPHIC ELEMENTS

The Bracket
40° Angle

Directional Projection

The Sycamore Leaf



DIRECTIONAL PROJECTION

Our directional projection technique comes from the 40° angle referenced on the previous page. This effect allows type and imagery to leap off the page, embodying ambition and energy, while building a design system that feels bold, dynamic, and adaptable

Incorrect Uses:

- **Do not** use this effect for logos.
- **Do not** use a different typeface other than Mallory XCondensed Black.
- **Do not** apply this effect to full sentences, only brief phrases or headlines.
- **Do not** use the same 40° projection orientation across all elements; mix clockwise and counterclockwise within a composition if applicable.
- **Do not** add special effects to the projection like gradients or patterns.
- **Do not** use any other degree angle besides 40° clockwise and 40° counterclockwise.

Note:

These images are for placement only and are not to be used in any real-word executions.

1 Projecting depth behind type within headlines.



2 Projecting depth behind imagery.



3 Mixing 40° clockwise and -40° counterclockwise projections to create a more dimensional compositions.

Note: Avoid using the same shade of blue here. Using two different blues adds to the composition's dynamism.



Visual Language

GRAPHIC ELEMENTS

- The Bracket
- 40° Angle
- Directional Projection**
- The Sycamore Leaf



PROJECTED TYPE (HOW-TO)

The projected type effect is a key element of our system, so it's important to use the right technique. Follow the steps on the right to see how we created our projected type forms in Adobe Illustrator.

Note:
If creating something in digital format, only steps 1-2 are needed. If creating something in print format, please follow all 4 steps.

- 1 Type your headline, then apply a stroke (from center) thick enough so that the letters from each line touch.
*Keep the text editable and do **not** expand



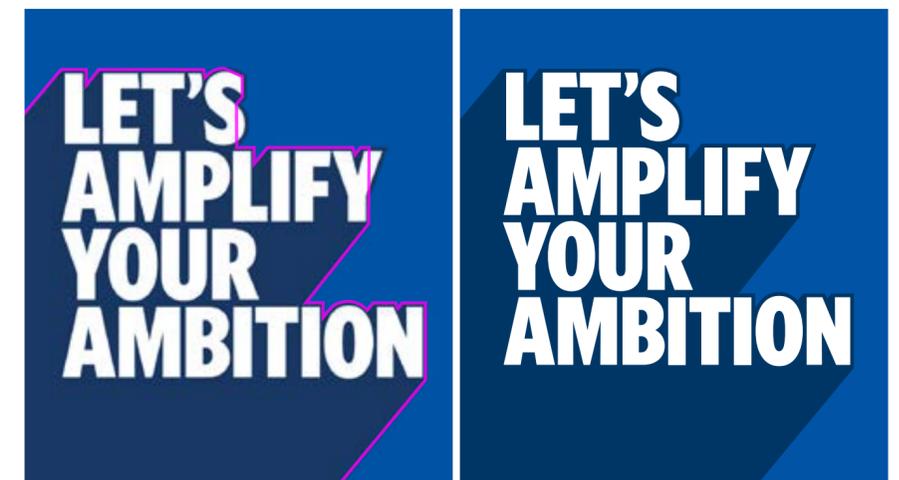
- 3 When zoomed in, tiny pixels appear in the projection. This is undetectable for digital, but for print, proceed to the next step to clean up the edges.



- 2 Next, go to effect > Distort & Transform > Transform. Type in the settings shown below to achieve the directional projection effect.



- 4 Trace the existing type to form your new projection. Once outlined, change the stroke to a fill, and position it behind the current text. Then, in the Properties panel, remove the transform effect from the type.



Visual Language

GRAPHIC ELEMENTS

- The Bracket
- 40° Angle
- Directional Projection
- The Sycamore Leaf**



THE SYCAMORE LEAF

Similar to our iconic [IN] bracket, our signature Sycamore Leaf is a key part of our identity.

Incorrect Uses:

- **Do not** use in place of any of our institutional logos.
- **Do not** rotate at a different angle other than 40° clockwise from a vertical position.
- **Do not** use the projection effect. This should be reserved exclusively for type and imagery.

Note:

These images are for placement only and are not to be used in any real-word executions.

1 Used to mask and contain imagery.



2 Used as a subtle, low-opacity repeating pattern.



3 Layered between imagery or type.



4 Encased in a circle to create an icon, used to accent/emphasize type or as a period in a headline.



Visual Language

PHOTOGRAPHY

Overview

Individuals

Interaction

Composition

Signature Blue Touch

Do's & Don'ts



PHOTOGRAPHY OVERVIEW

Our style is warm and authentic, with a subtle touch of our signature blue hue present in most photos. We want to capture genuine, unscripted moments that resonate with a personal touch while reflecting a spirit of ambition.

Another key piece of our photography style is diversity. This should be naturally reflected in every photograph, representing the rich variety of backgrounds, cultures, ages and perspectives at Indiana State.

Note:

These images are for placement only and are not to be used in any real-word executions.

INDIVIDUALS



INTERACTIONS



Visual Language

PHOTOGRAPHY

- Overview
- Individuals**
- Interaction
- Composition
- Signature Blue Touch
- Do's & Don'ts



INDIVIDUALS

When photographing the people of Indiana State, we aim to capture a broad spectrum of genuine human expression. Whether it's a moment of quiet confidence or lively energy, our goal is to reveal their true nature and emotions—avoiding anything overly staged or forced.

Note:
These images are for placement only and are not to be used in any real-word executions.

EXPRESSIVE

CONFIDENT

POSED

CANDID



Visual Language

PHOTOGRAPHY

- Overview
- Individuals
- Interactions**
- Composition
- Signature Blue Touch
- Do's & Don'ts



INTERACTIONS

We aim to capture the authentic moments where people come together. This includes students collaborating, faculty mentoring, and individuals deeply engaged in their work.

These images should highlight genuine connections and shared energy, showing the flow of ideas and support in action. Aim to frame naturally occurring actions, and body language that convey collaboration and ambition.

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DETAILED

WIDE

PEOPLE-FOCUSED

WORK-FOCUSED



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COMPOSITION

We should always be capturing the flow and energy of real moments by using natural framing, intentional cropping, and varied angles. Don't shoot too wide and lose intimacy, or too tight and miss important details.

Our goal here is to maximize a single scene by capturing multiple compositions. By shifting angles, adjusting framing, and focusing on different details or subjects within the same environment, you can create a variety of engaging images without changing locations.

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WIDE COMPOSITION



MEDIUM COMPOSITION



CLOSE COMPOSITION



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SIGNATURE BLUE TOUCH

When photographing for Indiana State, we encourage including a touch of blue. This can appear naturally in blue skies or materials already in the environment. It can also be introduced artificially, through the strategic use of a blue gel light filter.

We **highly recommend** subjects to wear blue (or another brand color) for planned shoots—blue is especially versatile, since it's easier to adjust one shade of blue to another in editing than to change a different color entirely.

If that isn't possible during the shoot, our signature blue can be introduced later through thoughtful post-production edits.

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✗ NO EDITING

While this image isn't bad, we can improve it by making slight color adjustments to better align with the brand.

✓ JUST RIGHT

Using a few adjustments in Photoshop, we can modify a key element of the photo to incorporate our signature blue. In this example, we've isolated the T-shirt worn by one of the subjects and fine-tuned the color adjustments accordingly.

Selection tools:

- Magnetic Lasso
- Object Selection
- Quick Selection
- Select & Mask

Color Adjustment Tools

- Color Overlay
- Selective Color
- Color Balance
- Hue/Saturation

✗ OVER-EDITING

While the colors may appear vibrant, the image is overly saturated, making it harsh on the eye and unprofessional. Additionally, the blue used here falls outside the approved color palette—its hue leans more toward purple than a true brand blue.

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LIGHTING, VIBRANCY, CONTRAST & BRIGHTNESS

Creating warm, inviting imagery is about how light and composition work together to evoke emotion and connection. Together, these two elements help craft on-brand Indiana State photography that feels genuine, approachable, and full of life.

When shooting **outdoors**, bright, even lighting can create a sense of warmth without relying on traditionally warm tones. You can capture natural daylight during mid-morning or mid-afternoon when the sun is higher in the sky but not harshly overhead. This maintains a clean look, minimizes color cast, and avoids long shadows.

When shooting **indoors**, use soft, diffused daylight-balanced lighting with softboxes or window light and reflectors to create natural, vibrant images. Position key lights for gentle shadows and balance fill light to maintain depth and achieve rich colors with adjustable contrast—resulting in bright, authentic photos.

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BEST PRACTICES



Lighting feels bright and lively and contrast feels just right here, keeping our tonal range in tact.



Utilization of true, authentic color tones.



Nice use of natural window lighting over subjects.



Ideal time of day for shooting outdoors, utilizing bright lighting and gentle shadows.

AVOID THESE



Overall lighting is too dark and there is too much contrast, reducing tonal range.



Flash photography is causing harsh lighting and overexposed image.



Black and white photography is not on-brand. We rely on authentic colors.



Intense golden hour lighting combined with back lighting results in excessive warmth and strong shadows.

Visual Language

VIDEOGRAPHY

Graphics & Animations

Lower Thirds

Supers

GRAPHICS & ANIMATIONS

Graphics and animations enhance our video content by adding visual interest, reinforcing key messages, and creating smoother transitions between scenes. They should always feel purposeful, supporting the story without overwhelming it. By using our branded colors, typography, and motion style, animations become an extension of our identity, helping maintain consistency across all content.

In the example to the right, we're using our signature bracket element as a framing device throughout multiple shots. The brackets can expand and contract based on the focus point and perspective of the subject(s).



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Visual Language

VIDEOGRAPHY

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VIDEO GRAPHICS & ANIMATIONS

The **end card** is a key moment where all our graphic elements come together, including typography, visuals, and the university logo.

In the example to the right, we're showing how all of these branded elements come together in subtle animation.



1 Our starting frame starts out with a large-scale Sycamore leaf and our bracket element encompassing “IN”.

2 A series of animations take shape: the Sycamore leaf continues to grow, the ‘IN’ bracket shifts left to make space for the words ‘THIS TOGETHER,’ and the university logo gradually fades into view, bringing the elements together.

3 Finally, the Sycamore leaf appears at its largest, cropped just slightly by the frame. Our message, ‘IN THIS TOGETHER,’ is fully visible, with the university logo at full opacity to close the final frame.

Visual Language

VIDEOGRAPHY

Graphics & Animations

Lower Thirds

Supers



LOWER THIRDS

Lower thirds are text elements that appear along the bottom of the video frame, providing context such as a speaker's name, title, or supporting details without distracting from the visuals. This is an ideal place to showcase our branded typeface with clear hierarchy.



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VIDEOGRAPHY

Graphics & Animations

Lower Thirds

Supers

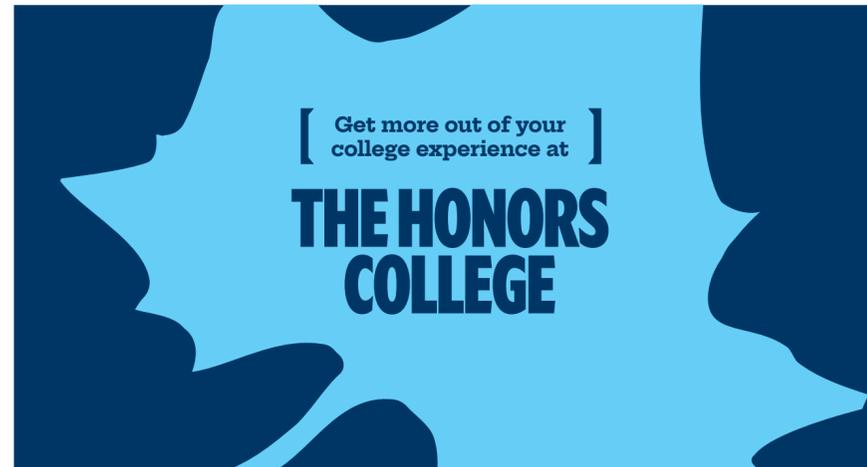


SUPERS

Supers are the quiet storytellers of video, usually typography that floats over imagery, guiding the viewer with subtle emphasis. They highlight key ideas, seamlessly weaving information into the visual narrative. When thoughtfully designed and on-brand, supers enhance the story without stealing the spotlight, letting the visuals and words move together in harmony.

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Visual Language

BRAND EXPRESSION SCALE



Least Expressive



Most Common



Most Expressive



- Straightforward photography with no additional effects.
- Primary typeface with no additional effects.

- Utilizing the [IN] brackets motif within a headline.
- Masking imagery within the Sycamore Leaf.
- Introducing a secondary color.

- Applying the directional projection technique to type and imagery.
- Utilizing the brackets motif on subjects within imagery.
- Using the Sycamore leaf as a patterned background.

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IN ACTION

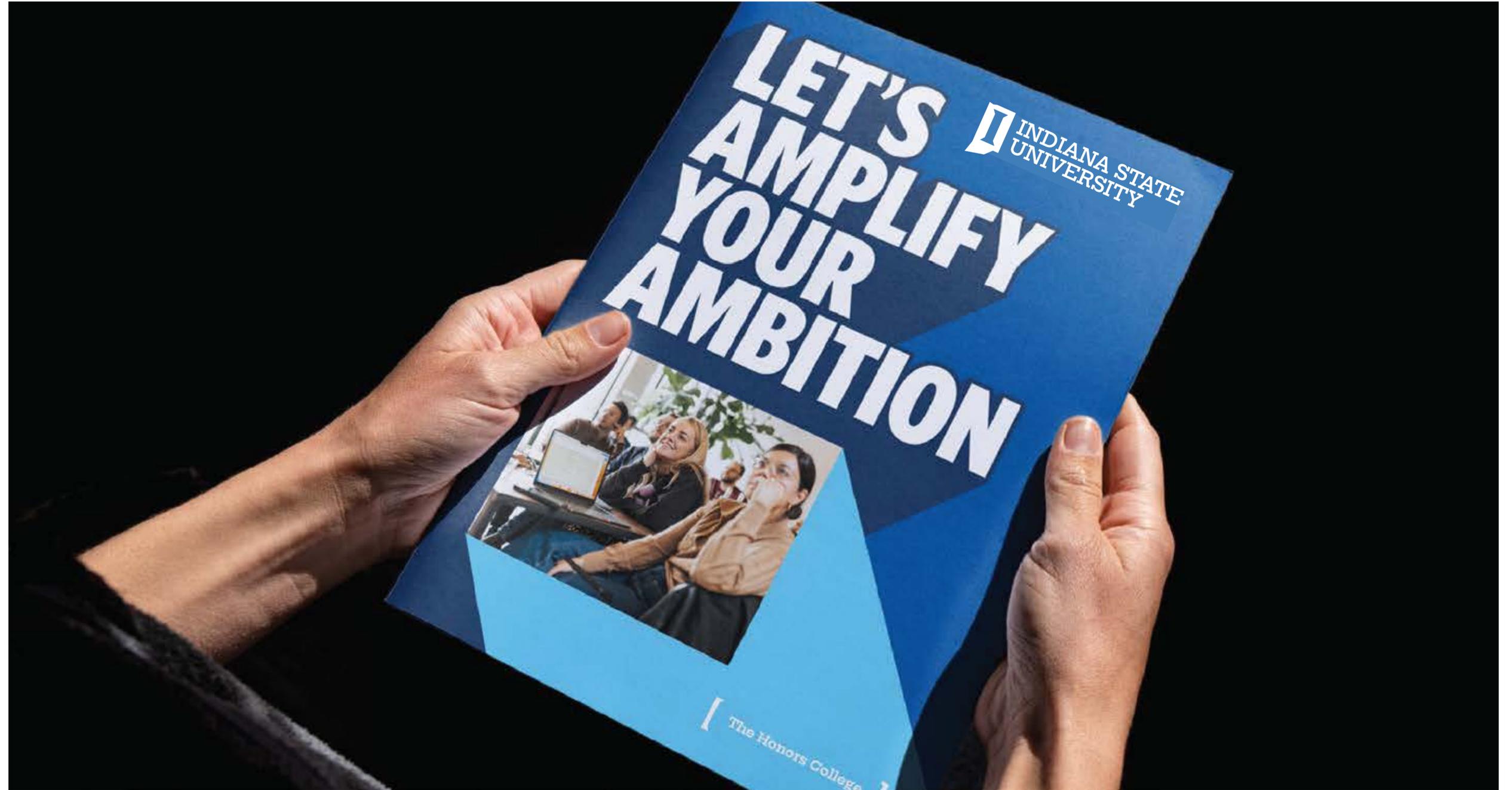
[Section 5]

In Action

- Print
- Digital
- Environmental
- Swag



VIEWBOOK COVER



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In Action

- Print
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VIEWBOOK INTERIOR

HONORS MEANS COMMUNITY

By the Numbers:

3.7 GPA

Minimum requirement as an incoming freshman

16:1

Student to Faculty Ratio

20%

of the class of 2026 joined Honors College



This is your invitation to get more out of your college experience at The Honors College.

Priority Registration

Go from first in your class to first to enroll in them, allowing you to secure your preferred schedule.

Honors Housing

Become part of a close-knit community in dedicated residential housing.

Here, you won't just take classes — you'll take on ideas that challenge you, pushing you to think critically and discover new perspectives across the globe.

Explore new ideas in interdisciplinary courses and broaden your perspective through global study opportunities in places like Rome and London.

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The Honor's College

Learning in the Honors College means more than academics—it means professors who know your name, mentors who see your potential, and hands-on research and internships that give you a head start on wherever you're headed next.

With priority registration, Honors housing, and a close-knit community that pushes you forward, you'll have all the space and support you need to belong and become.

As an Honors student, you'll also have access to exclusive scholarships, leadership opportunities, and faculty-led projects that prepare you for graduate school and competitive careers.

Here, success isn't a solo journey—it's something we build together. Develop the confidence to lead, the skills to innovate, and the connections to open doors long after graduation. But when that time comes, you'll do so with distinction—proof of the work you put in and the opportunities you embraced.



Lorem ipsum dolor sit amet.

02 • Indiana State University Honor's College

The Honor's College • 03

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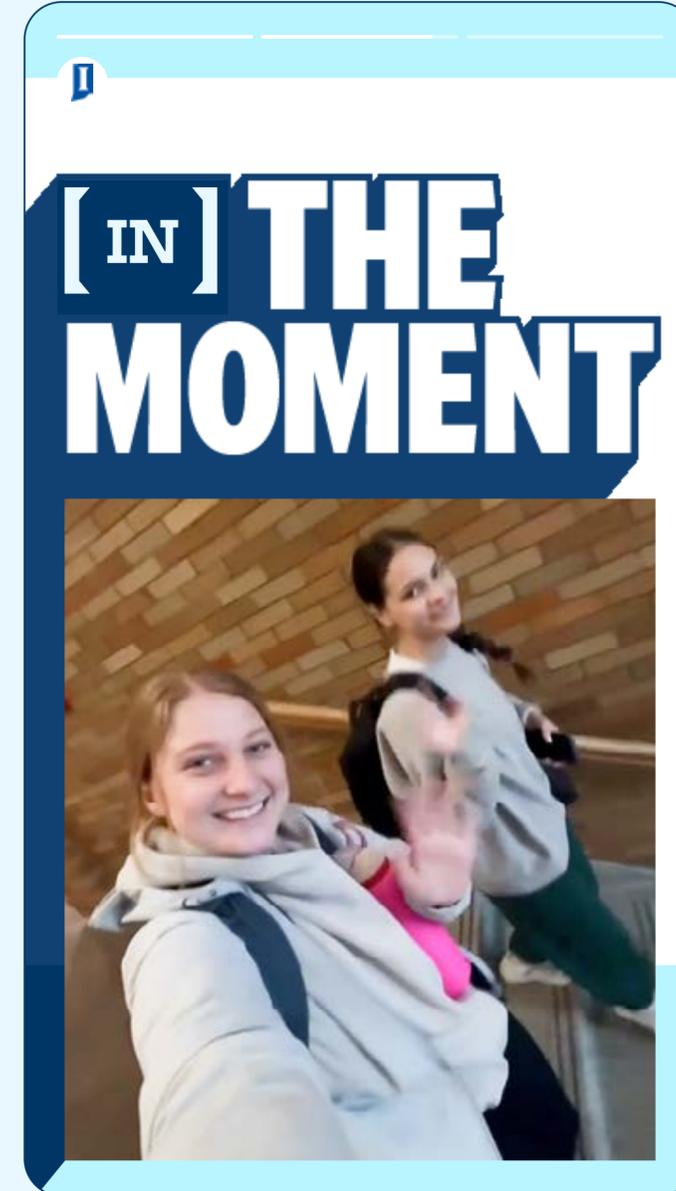


In Action

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INSTAGRAM STORIES



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In Action

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BILLBOARD



In Action

- Print
- Digital
- Environmental**
- Swag

BILLBOARD



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In Action

- Print
- Digital
- Environmental**
- Swag



BILLBOARD

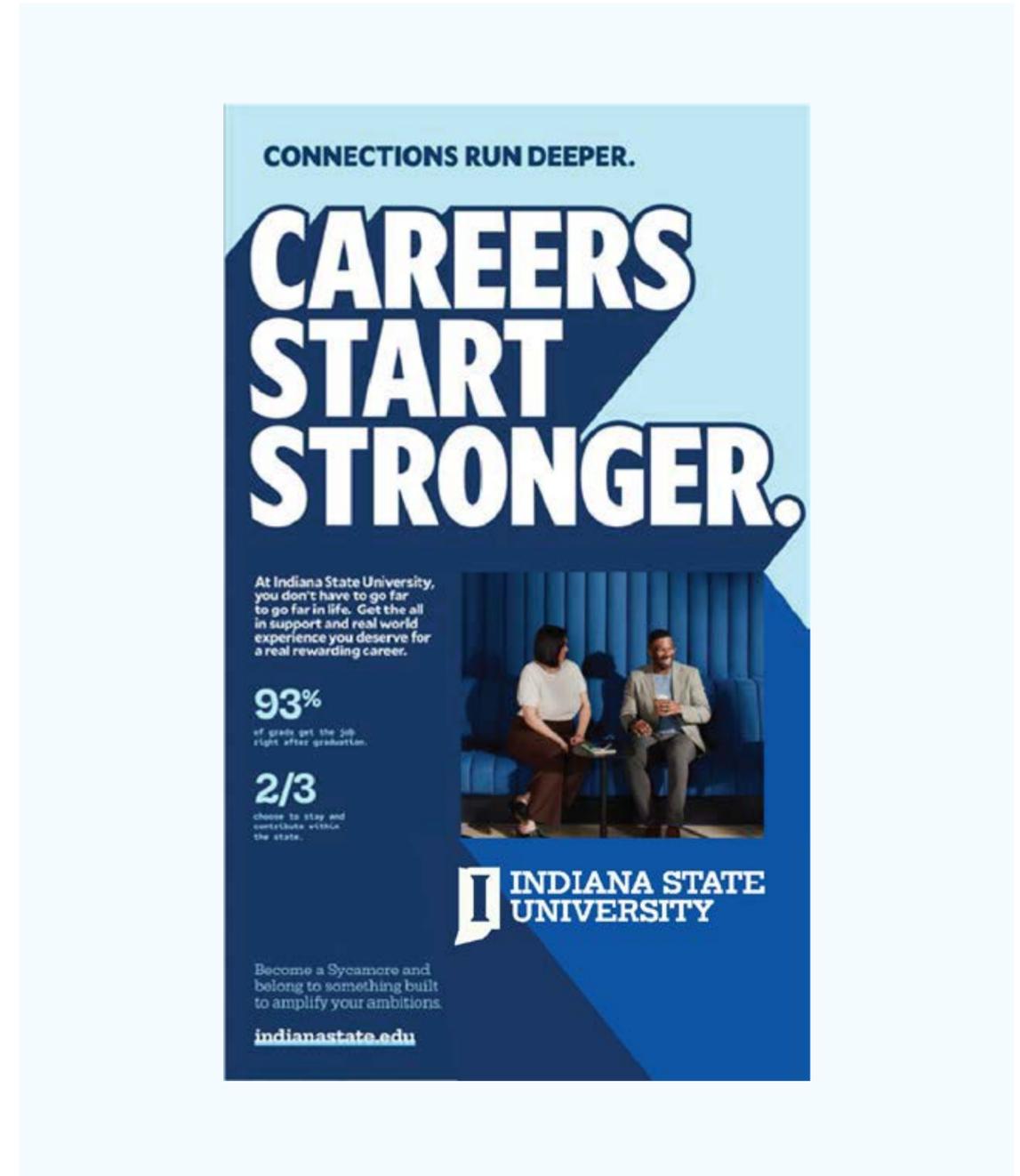


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In Action

- Print
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DIGITAL POSTER



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In Action

- Print
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- Swag

POLE BANNERS



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In Action

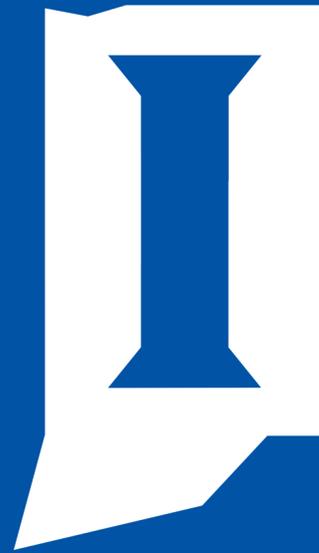
- Print
- Digital
- Environmental
- Swag**

T-SHIRT



TOTE BAG





INDIANA STATE UNIVERSITY

Important Contact Information

If you have any requests for assets in these guidelines, further usage questions, or photo access requests please contact University Marketing via the information below.

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Photo Library

[Photos.indstate.edu](https://photos.indstate.edu)

Templates & Assets



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