DRESS PROUDER · CHEER LOUDER

Ferris
OUTFITTERS

★ ★ ★

BIG RAPIDS · MICHIGAN

The following guidelines have been developed to help ensure that use and applications of the Ferris Outfiters and Bulldog Service Center brands reflect what we stand for while maintaining consistency.

WHO WE ARE

WHERE TRADITION MEETS INNOVATION

Ferris Outfitters is the heart of Ferris. The store serves as a reminder of our rich history, and the center of the university where individuals of all types can come in to get the products and services they need.

This is a unique store experience for individuals at Ferris State University offering a one-stop shop for spirit gear, school supplies, snacks, student services, and more to come.

Previously known as the Ferris State University Bookstore, Ferris Outfitters is now a separate entity from the bookstore.

LOYALTY

PROGRESSIVENESS

PERSONALIZATION

CONVENIENCE

INTUITIVENESS

OUR VISION

To be the most distinctive and memorable campus store that provides a valuable experience to students, faculty, and alumni of Ferris State University

OUR IMAGE

Ferris Outfitters photographs tell the story and capture the spirit of their subjects. Photographs should aim to highlight the student experience, inspire individuality, and evoke memories of the past, all through a fresh lens.

Make room for white space. Aim for a sufficient amount of white space around the subject in most images when composing the photograph.

Encourage movement. We don't want anyone looking too stiff. Direct your subject to make natural, light movements for a more candid look.

Backgrounds, Textures, Settings. The background of photographs should work with and not against the subject. Look for interesting textures such as brick or cement walls, trees, the sky, or fields. Try finding areas off-campus to capture a more real student culture.

Pay attention to lighting and focus. Try both deep and shallow depth of field. Play with back light, shaded areas, and direct sun or direct light to create more visual interest, shadows, and highlights.

Subjects. There should be no visibly large logos or branding from other clothing stores. To encourage raw individuality and comfort in front of the camera, let the subject style themselves for the photograph.

Campus life. Find balance between more posed, artful photos and photos where students are submerging themselves in Ferris culture (their studies, walking around on campus, participating in an event, etc).

OUR VOICE

Ferris Outfitter is the perfect fit for clothing, supplies, gear, snacks and more. When speaking on behalf of the brand, try to use phrases containing the word "fit" to emphasize this idea.

For social media posts, promotional materials, and any other copy lines, trying using words that sound like the adjectives listed below:

BOLD

INCLUSIVE

INFORMATIVE

ENTHUSIASTIC

BRIGHT

TAGLINE

Dress Prouder. Cheer louder. Shop smarter.

COPY LINES

Fit for studying.

Fit for game day.

Fit for lunch breaks.

Fit for alumni.

Fit for grads.

Fit for Ferris.

Looks like you picked out some winners.

The first stop of the year. The next stop in your day.

Whatever you need, & then some.

Our favorite thing in store? You.

Do we take returns? Yeah, students return here all the time.

Now we're rollin'.

FIND YOUR FIT
★ ★ ★

FALL INTO FERRIS COLLECTION
★ ★ ★

COME SEE WHAT'S IN STORE
★ ★ ★

LOGO

Ferris Outfitters is the main-level store, offering snacks, supplies, and apparel.

BULLDOG SERVICE CENTER

Bulldog Service Center is on the lower-level, offering Ferris student services such as: parking passes, student I.D. services, meal plans, printing, and more.

BRAND HIERARCHY

The Ferris Outfitters and Bulldog Service Center are separate identities from Ferris State University and are therefore branded distinctly.

Additionally, these identities are separate from the Online Bookstore, which is in relation to Ferris State University branding.

EMBLEM LOGO

The Ferris Outfitters emblem logo is the basis for all of Ferris Outfitter's logos.

The emblem, however, is only used for larger and decorative applications such as: storefront signage, wall murals, employee shirts, shopping bags, and subscription boxes.

The emblem with Big Rapids is only applied in instances outside of the scope of Ferris State University. Please use the shop smarter emblem version in all other cases.

FERRIS

Type: Milkstore 01
Weight: Clean

OUTFITTERS

Type: Avenir Next Condensed
Weight: Bold
Tracking: 40pts

TAGLINE

Type: Archer Pro
Weight: Bold
Tacking: 50pts

MINIMUM SIZE

The emblem should be no smaller than 1.75 inches wide.

SPACING

Space around the emblem should be equal to or larger than the "F" in "Ferris".
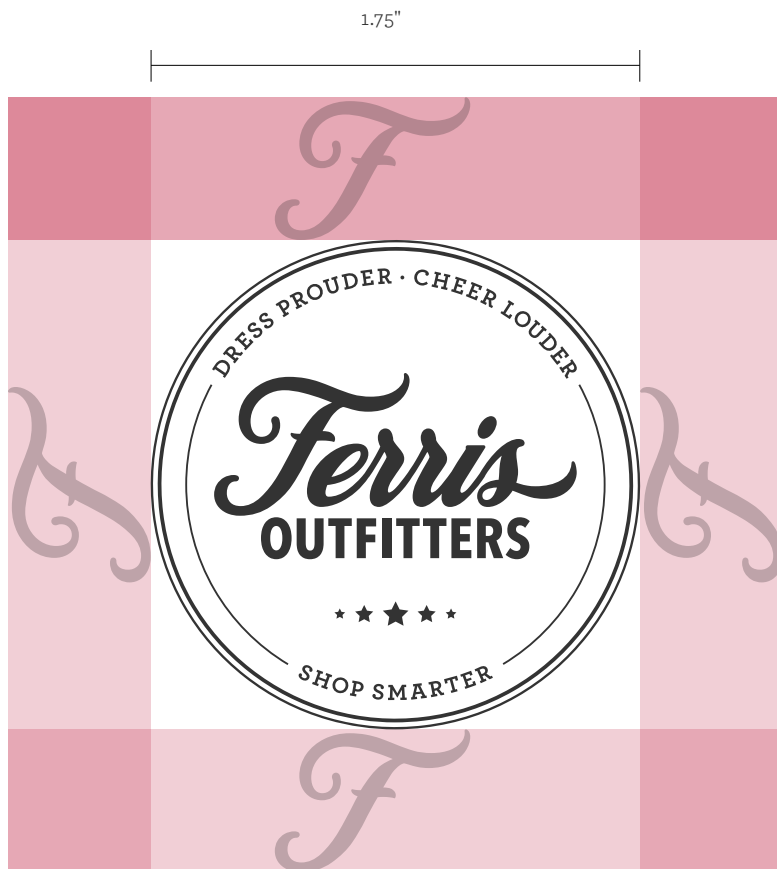
1.75"

NO SHADOWS

Do not add shadows to the logo.

NO OUTLINES

Do not add outlines to the logo.

NO WARPING

Do not stretch or warp the logo.

STACKED LOGO

The stacked logo is to be used in instances where the emblem can't be. This may be because the application is too small, or the emblem is too busy for certain designs.

Examples include, but are not limited to: business cards, gift cards, posters, and flyers.

Ferris
OUTFITTERS

MINIMUM SIZE

The stacked logo should be no smaller than 1 inch wide.

1"

Ferris
OUTFITTERS

SPACING

Maintain a minimum distance between any part of the stacked logo and any other elements appearing on the page.

Space around the stacked logo should be equal to or larger than the "F" in "Ferris".

NO SHADOWS

Do not add shadows to the logo.

NO OUTLINES

Do not add outlines to the logo.

NO WARPING

Do not stretch or warp the logo.

ONE LINE LOGO

The one-line logo is to be used in instances where there is not enough vertical space for the stacked logo. This example can be seen in the Shop to Support and Fashion Show applications.

MINIMUM SIZE

The stacked logo should be no smaller than 1.75 inches wide.

SPACING

Maintain a minimum distance between any part of the stacked logo and any other elements appearing on the page.

Space around the one line logo should be equal to or larger than the "F" in "Ferris".

NO SHADOWS

Do not add shadows to the logo.

NO OUTLINES

Do not add outlines to the logo.

NO WARPING

Do not stretch or warp the logo.

COLOR

Ferris Outfitters color palette derives from Ferris State University's school colors for consistency and brand association.

Ferris Outfitters uses three shades of red. The lightest red that Ferris Outfitters uses is based off Ferris State University's Crimson, using the uncoated equivalent of the PANTONE 200C. Both shades of gray are pulled directly from their palette.

CRIMSON
PANTONE: 1797 U
CMYK: 0, 100, 63, 12
RGB: 186, 18, 43
HEX: #ba0c2f

MEDIUM RED
PANTONE: 1805 U
CMYK: 30, 100, 85, 39
RGB: 122, 7, 30
HEX: #7a071e

DARK RED
PANTONE: 188 U
CMYK: 51, 82, 68, 74
RGB: 59, 4, 15
HEX: #3b040f0

LIGHT GRAY
PANTONE: Cool Gray 1 U
CMYK: 0, 0, 0, 15
RGB: 217, 217, 217
HEX: #d9d9d9

DARK GRAY
PANTONE: 426 U
CMYK: 0, 0, 0, 93
RGB: 17, 17, 17
HEX: #333333

USE LIGHT GRAY ON ALL RED

We do not use white in our system, but instead use light gray. Use light gray on all reds and dark gray
in all applications.

WHEN TO USE MEDIUM RED ON CRIMSON

Only use medium red on red when type is larger than 14pts. Logos may use medium red on red when larger than 2 inches.

NO WHITE ON ANY SHADES OF RED

White is not in our system. Avoid using white, especially on red, in any application.

NO SHADES OF RED ON DARK GRAY

Avoid any red on dark gray. This makes it hard to read.

NO MEDIUM RED TEXT ON DARK RED

Avoid any medium red on a dark red background.

NO DARK RED TEXT ON MEDIUM RED

Avoid any dark red text on a medium red background.

TYPE CHOICES

We use two different typefaces within the system: Avenir Next Condensed and ArcherPro. Together, these give our brand character.

ArcherPro can be found in body and subheads. For all cases, Avenir is primarily used for headlines.

Ferris Outfitters uses two typographic styling devices: stars and lines, which both derive from the Ferris Outfitters emblem.

ARCHERPRO BOLD (SUBHEAD), 50 TRACKING

LEARN BETTER. CHEER LOUDER. SHOP SMARTER.

AVENIR NEXT CONDENSED BOLD (HEADLINE), 40 TRACKING

FIT FOR ALL YOUR NEEDS

ArcherPro Book (Body)

For this month only, support the Office of Multicultural Student Services by purchasing hand-picked products and limited time items.

★ ★ ★ ★ ★

Lines should be one-eighth of the point size of H2, rounded to the nearest whole number.

Example: "FOR YOUR" is 20pts x 0.125 = 3.125pt = 3pts

Space between all lines and stars should be the width of the smallest star.

Space between each line of text and the text and stars should be the height of the second largest star.

H2 "FOR YOUR" should be between 25% – 50% of the point size of H1.

Example: "FUTURE" is 50pts and "FOR YOUR" is 25pts
50pts / 2 = 25pts

When not using rule lines, use stars by themselves. The same rules apply as stated above.

LETTERHEAD

Ferris Outfitters letterhead utilizes the stacked logo.

There are 1 inch margins all around.

Ferris OUTFITTERS

1"

Date

Recipient Name
Street Address
City, State ZIP Code

Dear Recipient

Sincerely Yours,

Sender Name

805 Campus Drive · Big Rapids · MI · 49307 · (231) 591-2649 · ferrisoutfitters@ferris.edu
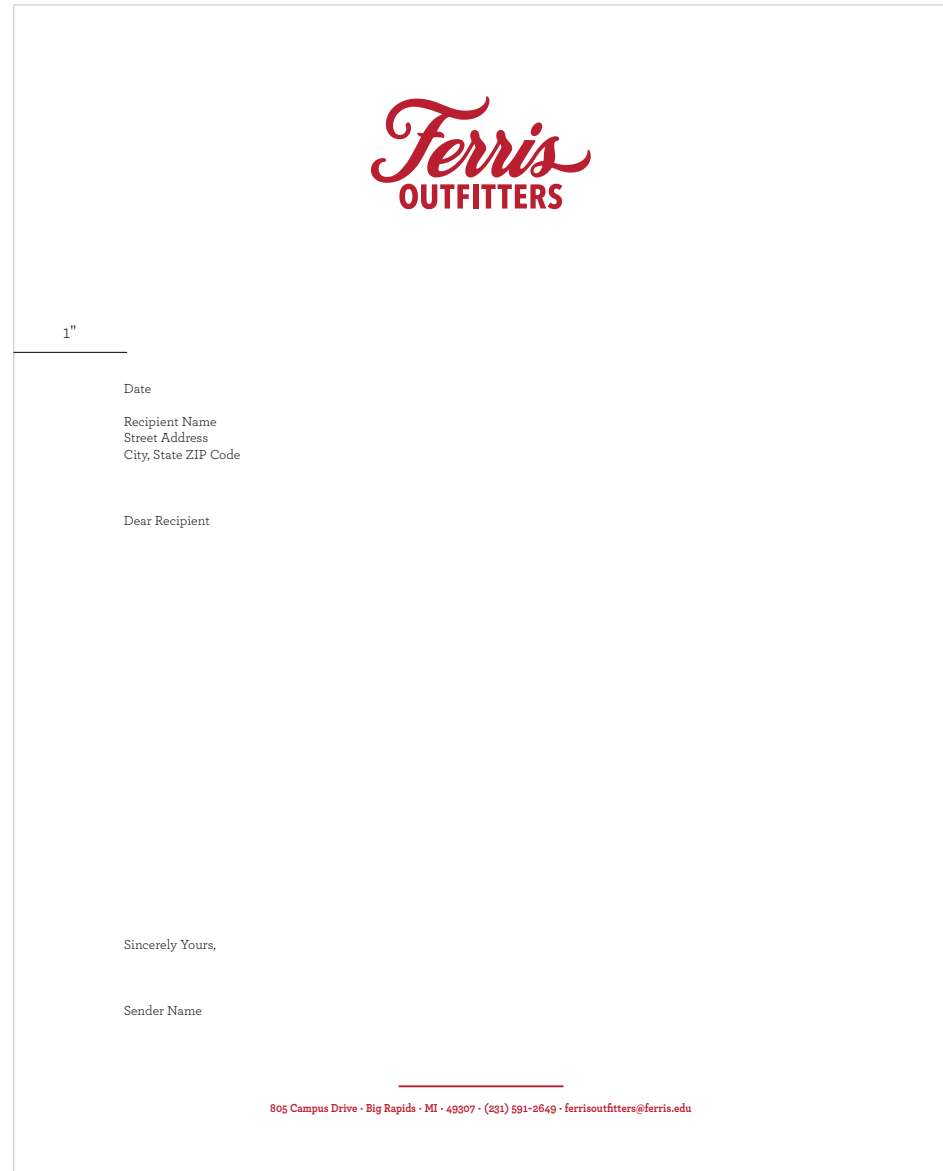
BUSINESS CARDS

Vendor: Ferris Printing Services

Paper Rep:

Dimensions: 3.5 inches X 2 inches

ENVELOPES

SUBSCRIPTION BOX

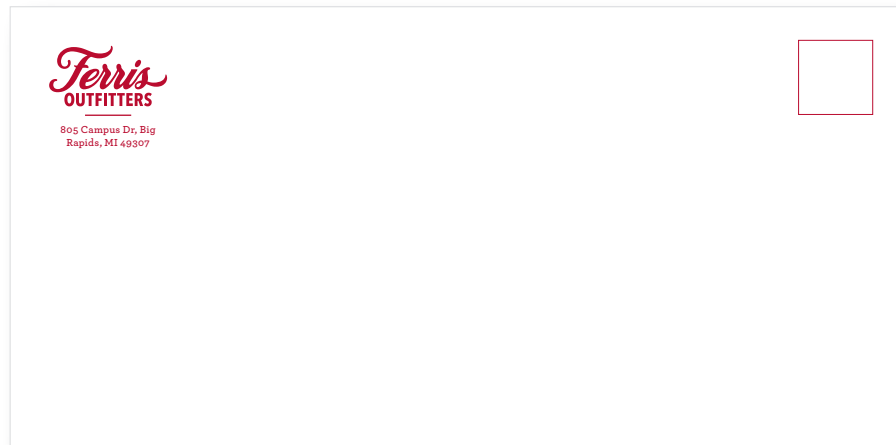**Dimensions**: W 12.625 in, L 10.125 in , H 4 .125 in

EXTERIOR SIGNAGE

Exterior signage can be found on all University Center entrances.

Vendor: Brightformat

Material: Vinyl

Dimensions: 1.5 feet W
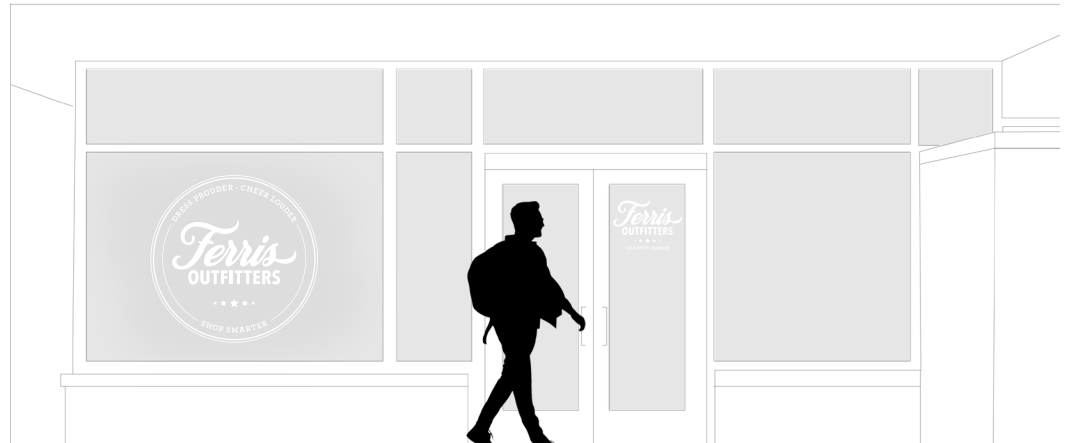
STOREFRONT SIGN

The storefront sign uses the emblem.

Vendor: Brightformat

Material: Painted acrylic

Dimensions: 4.5 feet X 4.5 feet

GRAB AND GO LOGO SIGN

Vendor: Brightformat

Material: Ultraboard

Dimensions: 35 inches X 34 inches

GRAB AND GO TYPOGRAPHIC AND IMAGE SIGNS

Vendor: Brightformat

Material: Ultraboard

Dimensions: 17.5 inches X 17.5 inches
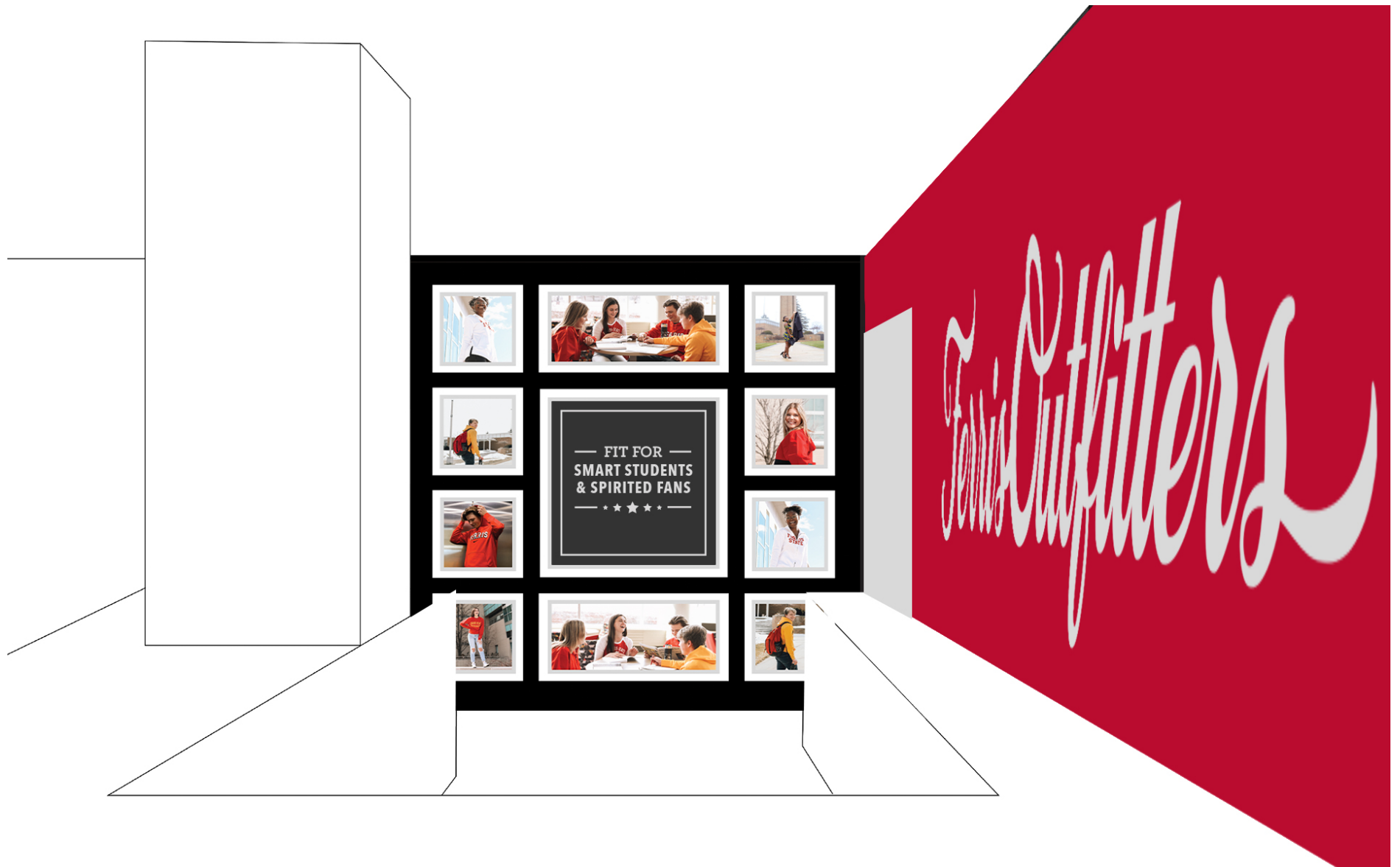
GRAB AND GO A FRAME POSTERS

Vendor: Ferris Printing Services

Material:

Dimensions: 4.5 feet X 4.5 feet

RACK SIGNAGE

Clothing racks may hold certain signage, such as sale or clearance information.

Vendor: Ferris Printing Services

Dimensions: 5 inches X 7 inches

CLEARANCE

★ ★ ★ ★ ★

All items priced as marked

30% OFF

★ ★ ★ ★ ★

Select lower level merchandise

CLEARANCE

★ ★ ★ ★ ★

All items priced as marked

STOREFRONT DIGITAL SIGNAGE

Graphic Dimensions: 560 pixels X 866 pixels
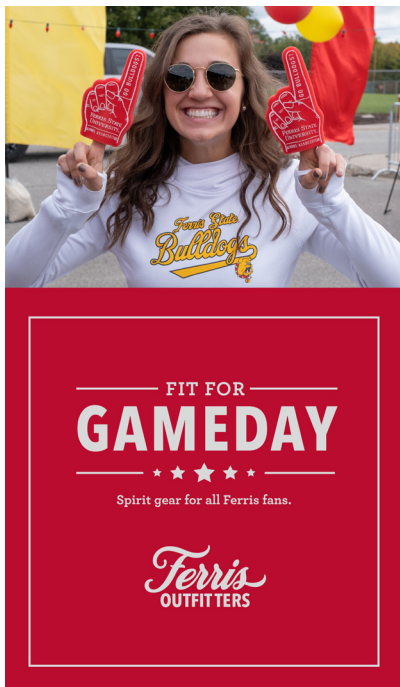
UNIVERSITY CENTER SIGNAGE

Graphic Dimensions: 216 pixels X 396 pixels

FIT FOR
GAMEDAY
Spirit gear for all Ferris fans.

Ferris OUTFITTERS

YOUR
FUTURE
IS IN STORE

Get your fit for commencement here.

Ferris Outfitters

INSTAGRAM

Post Dimensions: 1080 pixels X 1080 pixels

Story Dimensions: 1920 pixels X 1080 pixels
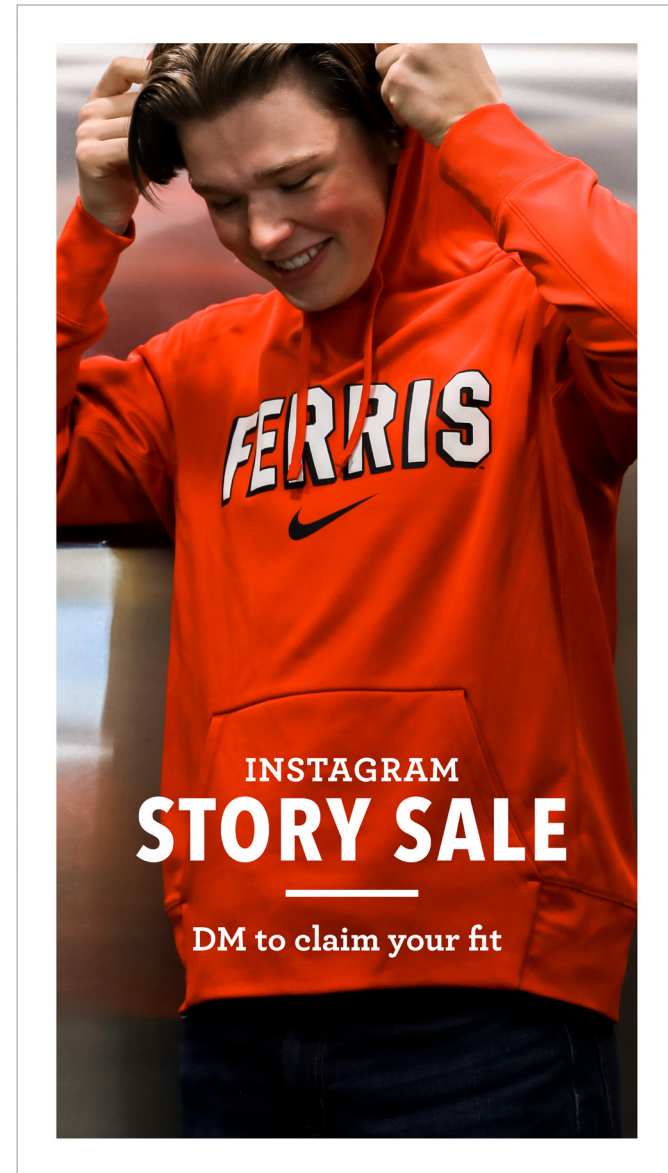
FACEBOOK

Keep Facebook cover photos fresh by using updated images, new copy lines, and logos. Try to replace them monthly.

Cover Photo Dimensions: 820 pixels X 312 pixels

WEBSITE BANNERS

Dimensions: 875 pixels X 445 pixels

Shop to Support is a collaborative program between Ferris Outfitters and student organizations here on campus.

Every month, organizations hand-select apparel and items to sell at Ferris Outfitters. During this time students can purchase limited edition apparel and items hand-picked by these organizations, and Ferris Outfitters donates a portion of all the proceeds made off these items to the organization.

SHOP TO SUPPORT LOCKUP

The Shop to Support lockup involves three levels of type: level one is "Shop to Support", level two is the student organizations name, and level three is "Only At Ferris Outfitters".

The typefaces used are ArcherPro Bold and Avenir Next Condensed Bold.

SHOP TO SUPPORT

OFFICE OF MULTICULTURAL STUDENT SERVICES

★ ★ ★ ★ ★

For this month only, Support OMSS by purchasing hand-picked products and limited time items.

ONLY AT *Ferris Outfitters*

WINDOW CLING

For all window clings, replace solid dark gray backgrounds with black.

Vendor: Ferris Printing Services

Top Window Dimensions: 21.5 inches X 24.5 inches

Bottom Window Dimensions: 25 inches X 57 inches

SIGNS

Vendor: Ferris Printing Services

Dimensions: 22inches X 28 inches

BANNER

For all assets for Shop to Support only, the logo may be white.

Vendor: Ferris Printing Services

Dimensions: 31.5 inches X 71 inches

Banner Stand: X-frame with grommets

Ferris Outfitters "Fit for Fall" is a fashion event put on by Ferris Outfitters annually during the fall semester.

During this time, Ferris Outfitters introduces it's brand new apparel and items to the public.

FIT FOR FALL LOCKUP

The "Fit For Fall" lockup involves three levels of type in this order: level one is "Fit For", level 2 is "Fall", level 3 is "Only at Ferris Outfitters".

The typefaces used are ArcherPro Bold and Avenir Next Condensed Bold.

— FIT FOR —
FALL
★ ★ ★ ★ ★
ONLY AT *Ferris Outfitters*

SIGNS

Vendor: Ferris Printing Services

Dimensions: 22 inches X 28 inches

BANNER

Vendor: Ferris Printing Services

Dimensions: 31.5 inches X 71 inches

Banner Stand: X-frame with grommets

BACKDROP

A backdrop will be used for all Ferris Fits shows. This will be placed in front of the fireplace at the UC.

Vendor:

Dimensions: 10 feet X 10 feet

STACKED LOGO

The Bulldog Service Center stacked logo is the basis for all other Bulldog Service Center logos.

The stacked logo can be used on large and small items from banners to business cards.

BULLDOG SERVICE CENTER

Type: Avenir Next Condensed
Weight: Bold
Tracking: 40pts

MINIMUM SIZE

The stacked logo should be no smaller than 1 inch wide.

SPACING

Space around the emblem should be equal to or larger than the group of stars within the emblem.

NO SHADOWS

Do not add shadows to the logo.

NO OUTLINES

Do not add outlines to the logo.

NO WARPING

Do not stretch or warp the logo.

ONE LINE LOGO

The one-line logo is to be used in instances where there is not enough vertical space for the stacked logo. This example can be seen in the....
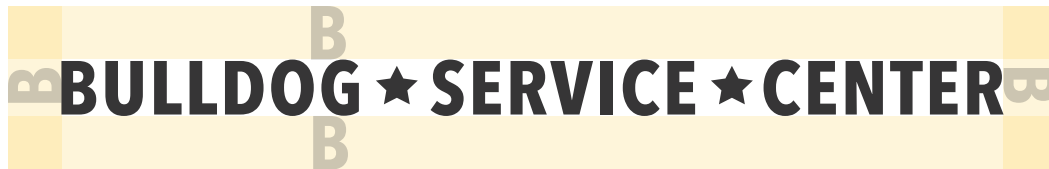
BULLDOG ★ SERVICE ★ CENTER

MINIMUM SIZE

The one-line logo should be no smaller than 1.75 inches wide.

1.75"

BULLDOG ★ SERVICE ★ CENTER

SPACING

Maintain a minimum distance between any part of the stacked logo and any other elements appearing on the page.

This space should be equal to or larger than the "B" in "Bulldog."

BULLDOG ★ SERVICE ★ CENTER

NO SHADOWS

Do not add shadows to the logo.

BULLDOG ★ SERVICE ★ CENTER

NO OUTLINES

Do not add outlines to the logo.

BULLDOG ★ SERVICE ★ CENTER

NO WARPING

Do not stretch or warp the logo.

BULLDOG ★ SERVICE ★ CENTER

BULLDOG ★ SERVICE ★ CENTER

COLOR

The Bulldog Service Center color palette derives from Ferris State University's school colors for consistency and brand association.

Bulldog Service Center uses three shades of yellow The lightest yellow that Bulldog Service Center uses is Ferris State University's Gold, while both shades of gray are pulled directly from their palette.

FERRIS GOLD
PANTONE: 7404 U
CMYK: 0, 24, 94, 0
RGB: 252, 201, 23
HEX: #FFD043

DARK GOLD
PANTONE: Cool Gray 1 U
CMYK: 0, 0, 0, 15
RGB: 217, 217, 217
HEX: #d9d9d9

DARK GRAY
PANTONE: 426 U
CMYK: 0, 0, 0, 93
RGB: 17, 17, 17
HEX: #333333

WHEN TO USE FERRIS GOLD ON DARK GRAY

You can use Ferris Gold on Dark Gray in any application. This creates enough contrast and does not create color vibrations.

Please note that sometimes dark backgrounds heavy with text can strain the eyes.

WHEN TO USE DARK GRAY ON FERRIS GOLD

You can use Dark Gray on Ferris Gold in any application, usually for way-finding purposes. This creates enough contrast and does not create color vibrations.

NO WHITE ON FERRIS GOLD

White is not in our system. Avoid using white, especially on Ferris Gold as this does not provide enough contrast.

NO SHADES OF YELLOW ON LIGHT GRAY

Avoid any yellow on light gray. This makes it hard to read and sometimes promotes visual vibrations, which we don't want.

BUSINESS CARDS

Vendor: Ferris Printing Services

Paper Rep:

Dimensions: 3.5 inches X 2 inches

BULLDOG
★★★
SERVICE CENTER

STOP ON BY
WE DON'T BITE

BulldogServiceCenter@ferris.edu • (231) 591-2648

806 Campus Drive • Big Rapids • MI 49307

BALLPOINT PENS

Pens branded with the one-line logo are available for students to use to fill out forms or any other documents necessary.

PEN & PENCIL HOLDER

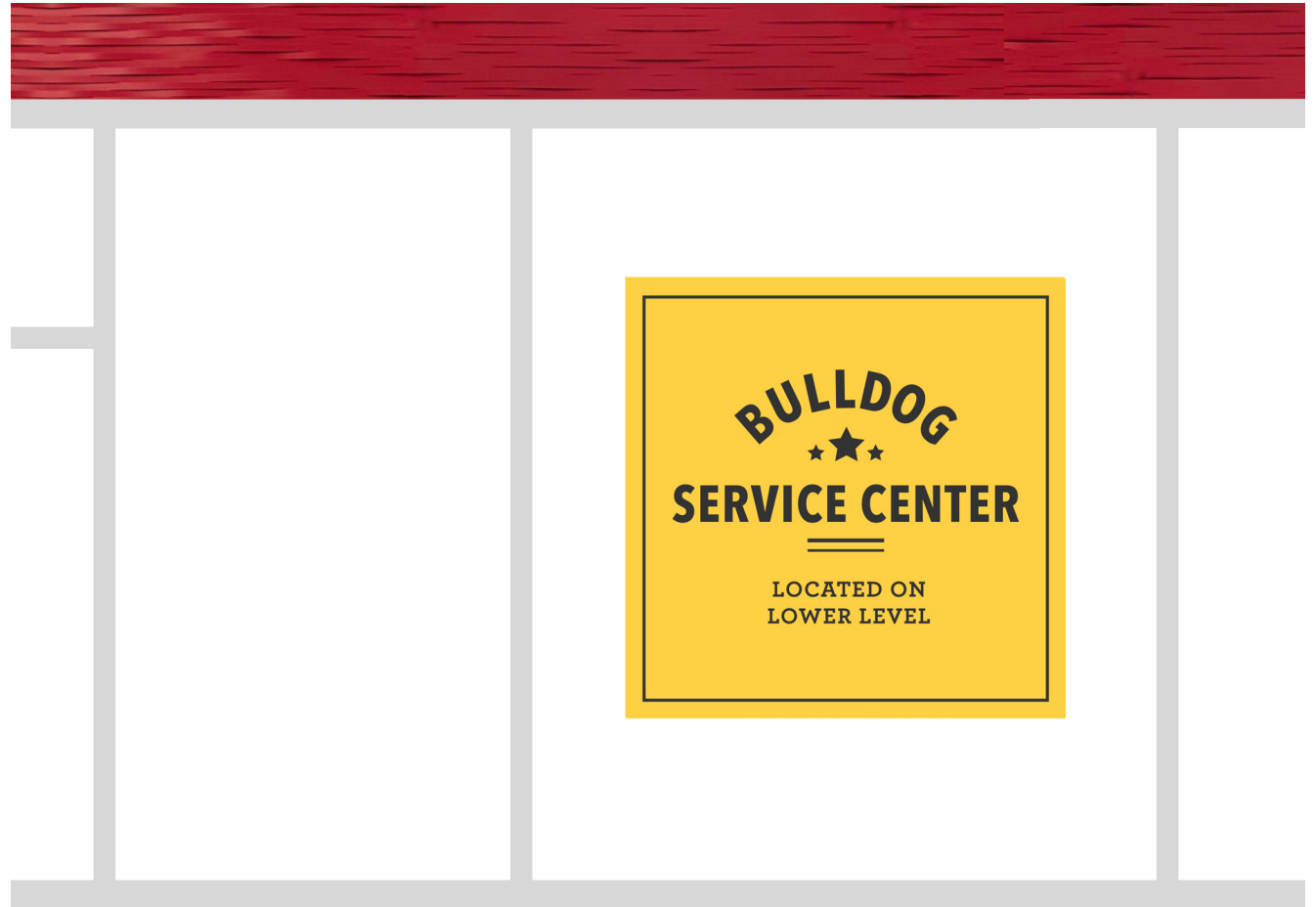To contain all Bulldog Service Center writing utensils so they don't become lost.

STOREFRONT SIGNAGE

Exterior signage can be found in the front window of Ferris Outfitters.

Vendor: Ferris Printing Services

Material: Vinyl

Dimensions: 3 feet X 3 feet

BULLDOG
★ ★ ★
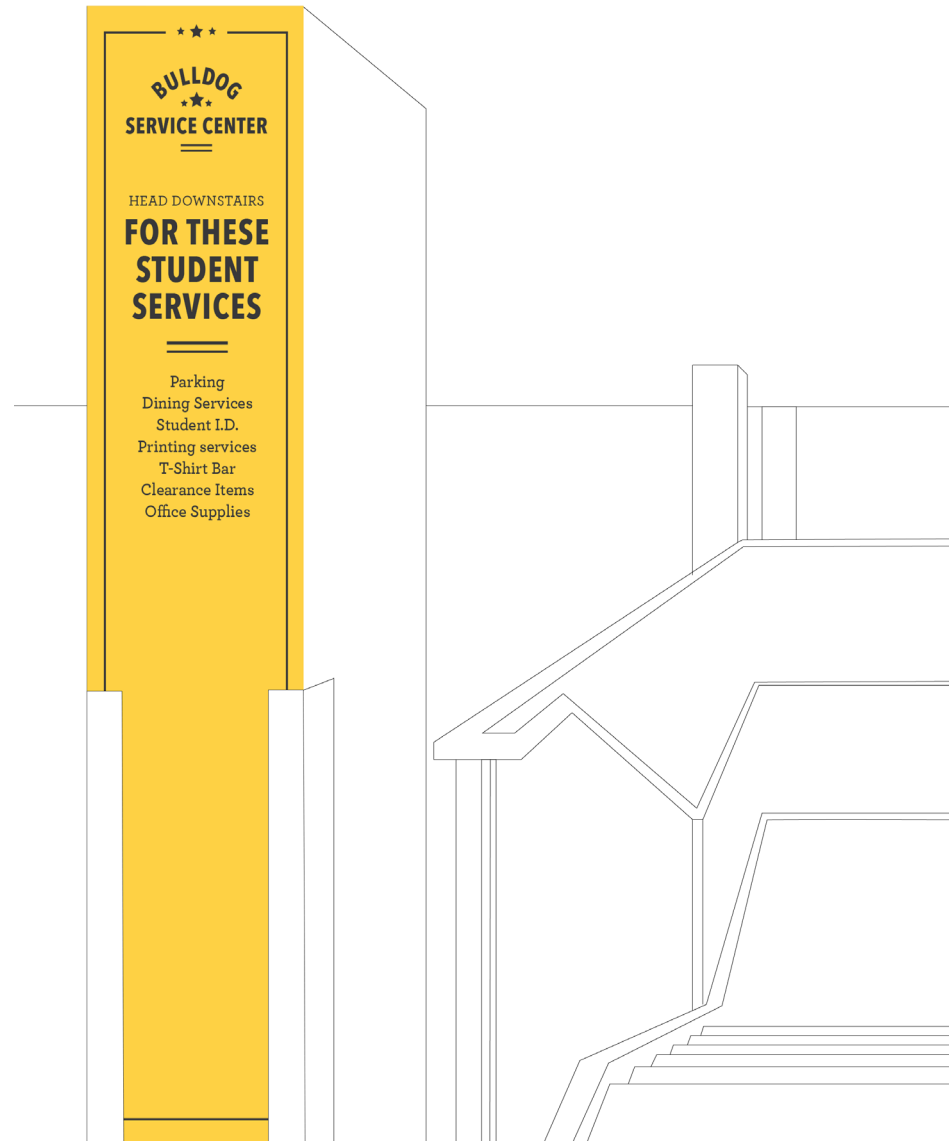SERVICE CENTER

LOCATED ON
LOWER LEVEL

MAIN-LEVEL COLUMN

This way-finding column shows students what services are available on the lower level.

Vendor: Brightformat

Material: Wallpaper Vinyl

Dimensions: 15.75 inches X 8.5 feet

BULLDOG
★ ★
SERVICE CENTER

HEAD DOWNSTAIRS

FOR THESE STUDENT SERVICES

Parking
Dining Services
Student I.D.
Printing services
T-Shirt Bar
Clearance Items
Office Supplies

STAIRWAY HANGING BANNER

Vendor: Brightformat

Material: Banner Material
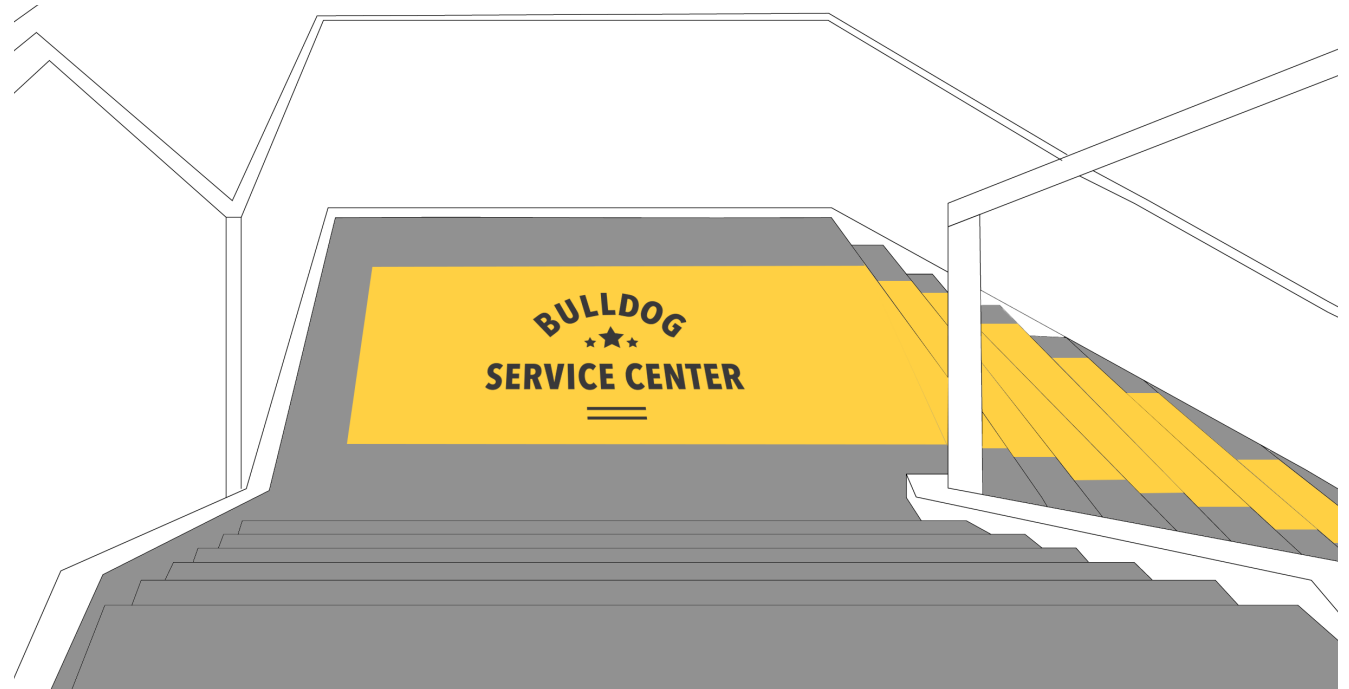
Dimensions: 24 inches X 36 inches

STAIRWAY FLOOR GRAPHIC

Vendor: Brightformat

Material: Vinyl
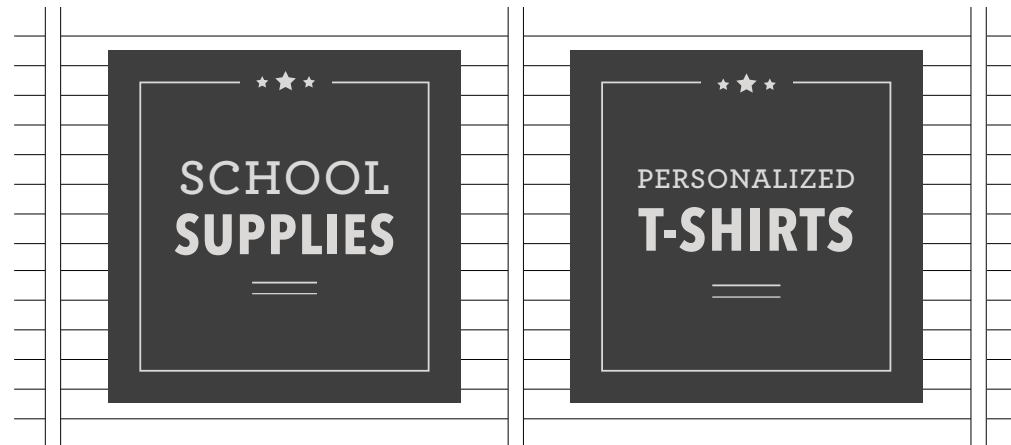
Dimensions: 50 inches X Length of stairs

STAIR TYPOGRAPHIC SIGNS

Vendor: Brightformat

Material: Acrylic frames with clamps for attachment

Dimensions: 32 inches X 32 inches

LOWER LEVEL WALL VINYL

In the Bulldog Service Center area, the logo will be adhered to a yellow painted wall with a vinyl material.

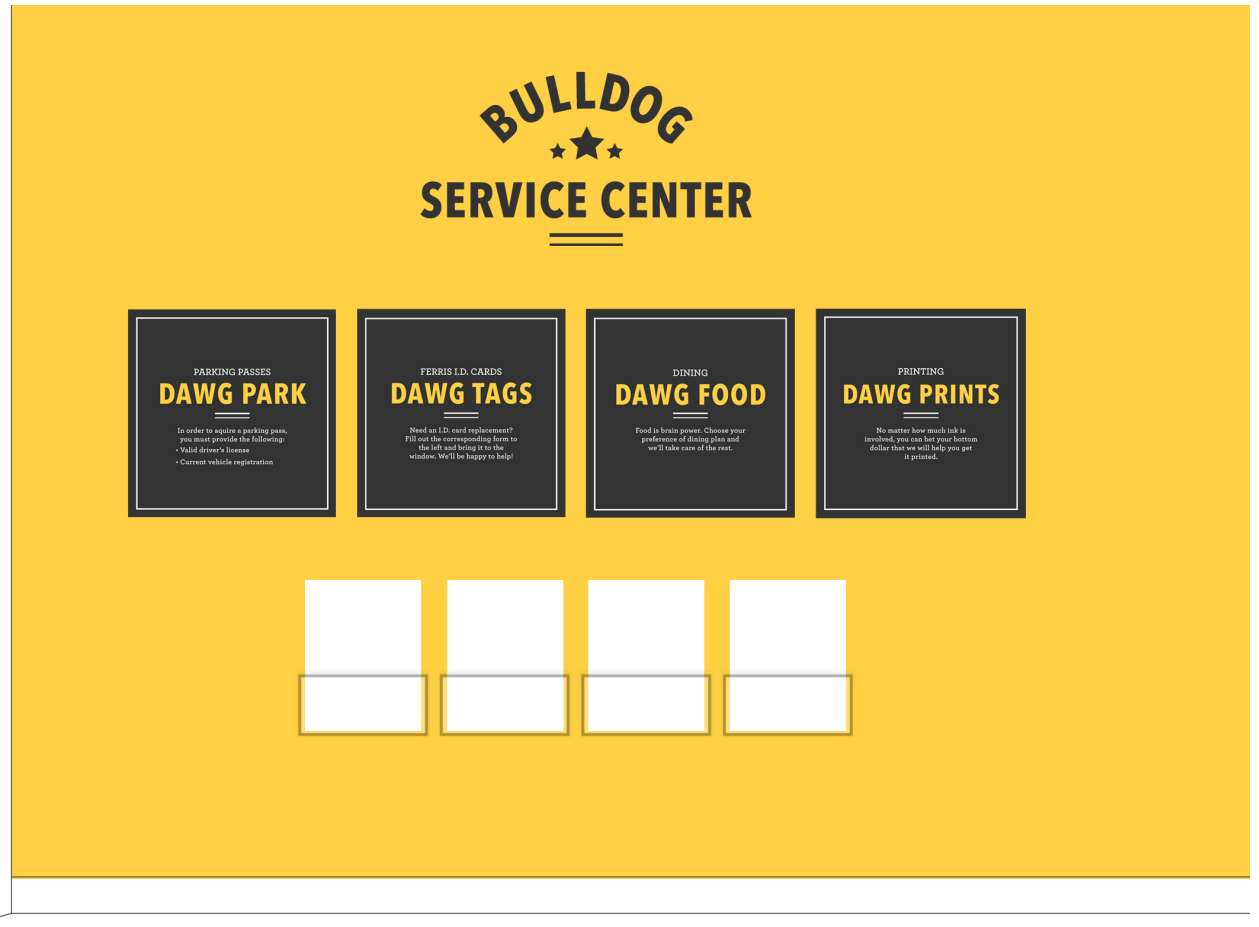**Vendor**: Ferris Printing Services

Material: Vinyl

Dimensions: 3 feet wide

LOWER LEVEL FORM HOLDERS

All Bulldog Service Center forms, such as parking registration documents, will be held in clear magazine holders.
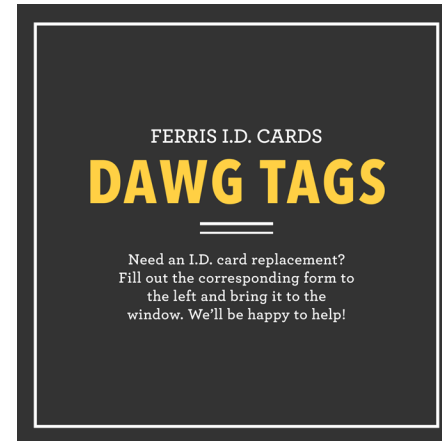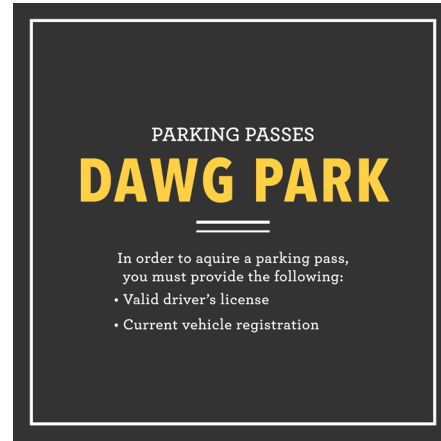
Vendor: ULine

LOWER LEVEL SERVICE SIGNAGE

Vendor: Ferris Printing Services

Material: Poster weight paper

Dimensions: 24 inches X 24 inches

PARKING PASSES

DAWG PARK

In order to aquire a parking pass,
you must provide the following:
• Valid driver's license
• Current vehicle registration

FERRIS I.D. CARDS

DAWG TAGS

Need an I.D. card replacement?
Fill out the corresponding form to
the left and bring it to the
window. We'll be happy to help!

DINING

DAWG FOOD

Food is brain power. Choose your
preference of dining plan and
we'll take care of the rest.

PRINTING

DAWG PRINTS

No matter how much ink is
involved, you can bet your bottom
dollar that we will help you get
it printed.

INSTAGRAM POSTS

Post Dimensions: 1080 pixels X 1080 pixels

★ ★ ★

THE FIRST STOP
OF THE
YEAR

BULLDOG ★ SERVICE ★ CENTER

★ ★ ★

THE NEXT STOP
IN YOUR
DAY

BULLDOG ★ SERVICE ★ CENTER

★ ★ ★

NEED SUPPLIES?
WE'VE GOT
YOU COVERED

BULLDOG ★ SERVICE ★ CENTER

★ ★ ★

NEED HELP?
THAT'S WHY
WE'RE HERE

BULLDOG ★ SERVICE ★ CENTER

WEBSITE BANNERS

Dimensions: 875 pixels X 445 pixels
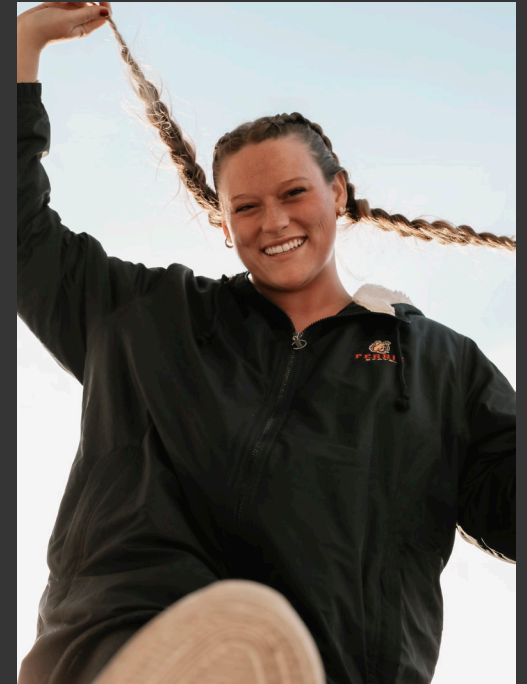
TOGETHER
WE ARE
★ ★ ★ ★

Sincerely yours,

Ferris Outfitters