The “Bulldogs” have been Ferris State University's official mascot since 1930, when the name was applied to the Ferris Institute basketball team.

At the time, an unknown sportswriter became impressed by the way coach Bill McElwain's chargers were winning close games with defense (even recording a shutout once). He described the stringy defense as “hanging on like a bulldog.”

During an eight-game winning streak for the 1930 squad, Ferris held the opposition to an average of 17.1 points per game. Then he began referring to the team as the “Bulldogs.” The nickname stuck and has been used ever since.

The logo was re-designed in 1979 by former FSU graphic artist Terry Davenport, son of former Bulldog Athletics Director Dean Davenport.