



Celebrating America250

STYLE GUIDE



Brand Studio

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OVERVIEW

July 4, 2026, signifies a monumental opportunity to celebrate our country's story.

This year we join **America250**, a national mission dedicated to commemorating the 250th anniversary of the signing of the Declaration of Independence. America250 encourages all government levels, businesses, nonprofits, educational institutions and individual citizens to honor Americans' past contributions and commit to brighter tomorrows.

Purdue has powered progress for generations. By being a part of the America250 campaign for the rest of 2026, we spotlight the university's innovation and strengthen the trust in Boilermakers' pursuits.



CAMPUS PARTNERS

Use this guide while amplifying the central campaign or telling America250 stories from your unit. The creative concepting presented here should apply to anything affiliated with America250, including digital and print content and events. To capitalize on this messaging:

- **Amplify Purdue Brand Studio resources, which will include a hero video, storytelling efforts, podcast episodes and a merchandise collection.**
- **Highlight alumni from your college through storytelling features that showcase their contributions to our country; share the stories on social channels and websites.**
- **Submit any environmental graphics to Purdue Brand Studio for approval at brand@purdue.edu.**
- **Be sure to omit a space between “America” and “250” to comply with the national campaign’s branding: “America250.”**

AUDIENCES

Throughout the campaign, our messaging will reach beyond Purdue’s communities to also inform previously unaffiliated audiences.

DEMOGRAPHICS	MOTIVATIONS	ENGAGEMENTS
<p>Men and women age 16-55</p> <ul style="list-style-type: none">▪ 16-24: Students forming opinions on education▪ 25-35: Professionals reflecting on their educational paths▪ 36-55: Parents and community members concerned with education access, quality and value	<p>Values: Personal and professional growth, societal contribution</p> <p>Concerns: Rising tuition costs, student debt, accessibility for underrepresented groups, job-market alignment</p> <p>Positive perceptions: Empowerment through knowledge, education as a driver of innovation and mobility</p>	<p>Drawn to success stories with a focus on educational impact and innovation</p> <ul style="list-style-type: none">▪ 16-24: Instagram, YouTube, ad-supported streaming▪ 25-35: Facebook, LinkedIn, streaming services, linear TV▪ 36-55: Public broadcasting, local news, educational programming

NARRATIVE

Generations of Boilermakers have helped forge the American dream, building a place where freedom and opportunity exist for everyone and where progress is achieved together. This drive stems from our roots as a land-grant university, making education accessible for all.

Our shared focus on tackling the toughest challenges — again and again and again — paves the way to a brighter future.

We celebrate our exploration giants like Amelia Earhart and aerospace heroes like Neil Armstrong. Engineering experts like Hoover Dam constructor Elwood Mead and Golden Gate Bridge designer Charles Alton Ellis. Game changers like trailblazers Frieda and Winifred Parker, and quarterback, businessman and philanthropist Drew Brees.

It is on this campus that the country's first computer science program started and first Women in Engineering Program launched. Where today's students are advancing AI, impacting health initiatives, pioneering new tech, asking life's biggest questions and integrating business with emerging engineering fields.

At Purdue, perhaps our biggest achievement is sharing all our discoveries with the country we hold so dear. We believe in the persistent pursuit of innovation for all with every fiber of our being.

**IT IS ONLY TOGETHER
THAT WE TAKE
THE NEXT GIANT LEAP.**

VOICE AND TONE

Our voice is influenced by characteristics that represent our community. Purdue is driven, balanced, intentional, innovative, inclusive and respected.

Our tone for celebrating America250 leans into the pride of being a part of something bigger than ourselves. We deeply value the journey that's gotten us here — distinguishing and applauding those who have built the American dream — and anticipate the milestones yet to come, building excitement and hope for the future.

VISUAL ELEMENTS

Badge and Lockup

The badge can be used only when the signature logo is present, either somewhere on the piece or in the lockup form. A key theme of this badge is unity, where brand details and Americana come together. It's a nod to the American flag with the use of red, white and blue, while representing Purdue's old gold and black.



*Purdue America250 badge
Full color*



*Purdue America250 lockup
Full Color*



*One-color versions available
Limited to promo items and merchandise*



*Purdue America250 badge
Reverse*

*Purdue America250 lockup
Reverse*

VISUAL ELEMENTS

FONTS

While all brand font families can be used, prioritize using Source Serif Pro as the primary font. The serified font blends both historical elegance and modern functionality to create a traditional and engaging look.

Source Serif Pro

UNITED SANS

UNITED SANS CONDENSED

UNITED SANS

SEMI EXTENDED

UNITED SANS

EXTENDED

Acumin Pro

Acumin Pro

SemiCondensed

Acumin Pro Condensed

Acumin Pro ExtraCondensed

COLORS

The introduction of red and blue makes it preferable to use a more limited palette of standard brand colors to keep a clean, cohesive look. When working on this campaign, refrain from using Rush, Field and Dust.

Red and blue should be used only in ribbon graphic

Primary Colors



Boilermaker Gold



Aged Gold



Black



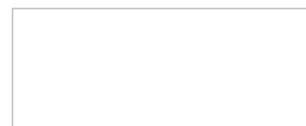
Steel



Railway Gray



Steam



White

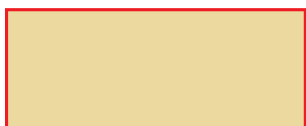
BRAND COLORS TO AVOID



Rush Gold



Field Gold



Dust Gold

Supporting colors

(ONLY TO BE USED IN RIBBON)



Red



Blue

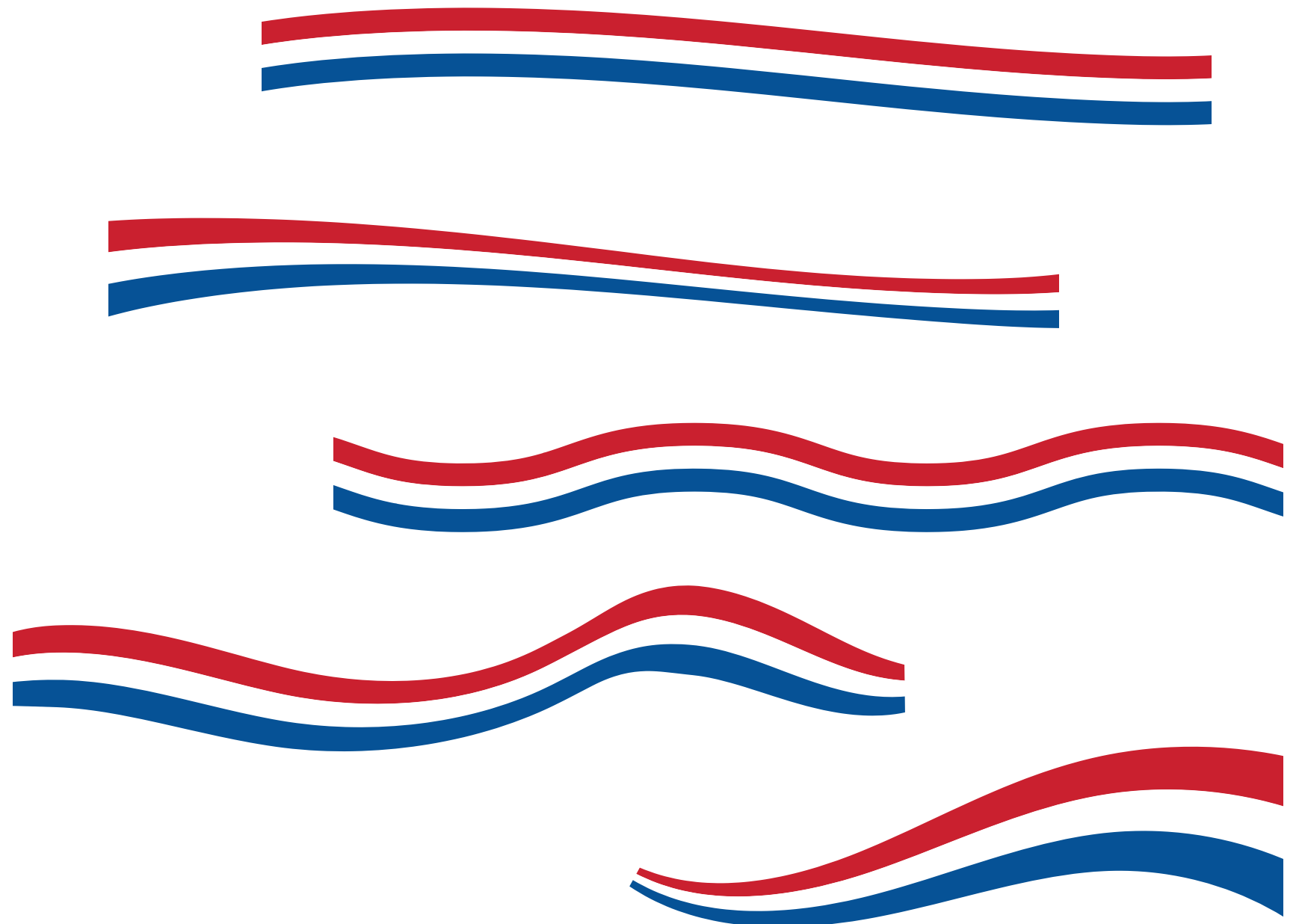
VISUAL ELEMENTS

Red, White and Blue Ribbon

This key graphic element is inspired by the movement of a flag. It signals flowing fabric and a sense of forward momentum.

To ensure consistency and flexibility across assets, this element is created as a custom Illustrator brush. The ribbon provides a controlled way to incorporate the red, white and blue palette without relying on typography or backgrounds. It can be applied as a subtle or bold element.

- Using a brush format allows designers to adapt the ribbon's shape, scale and direction.
- The red stripe should be on the top or on the left, so it reads red, white then blue.
- The width tool in Illustrator can also be used, allowing dynamic, variable-width strokes by clicking and dragging a path to add width points; sections can be made thicker or thinner, creating a tapering effect.

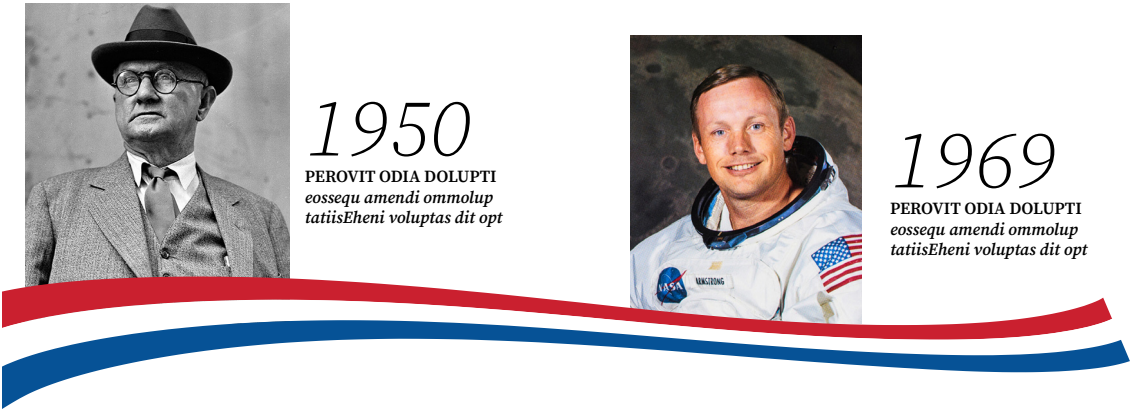
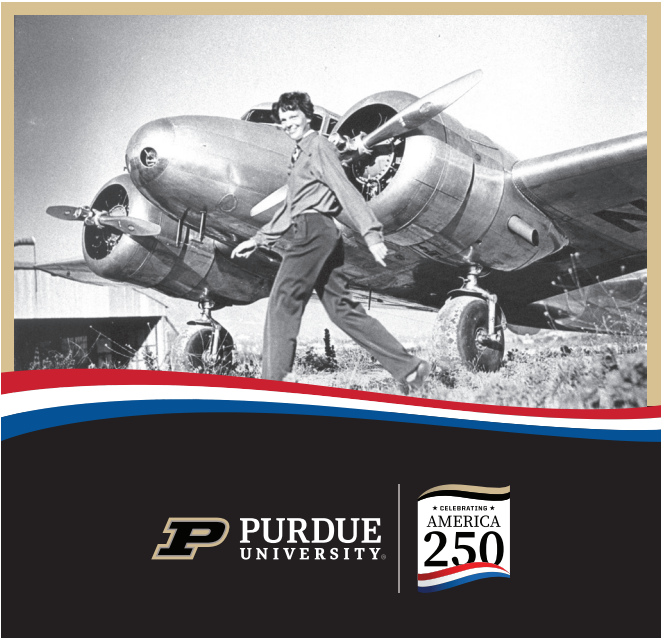


VISUAL ELEMENTS

Red, White and Blue Ribbon

Recommended Uses

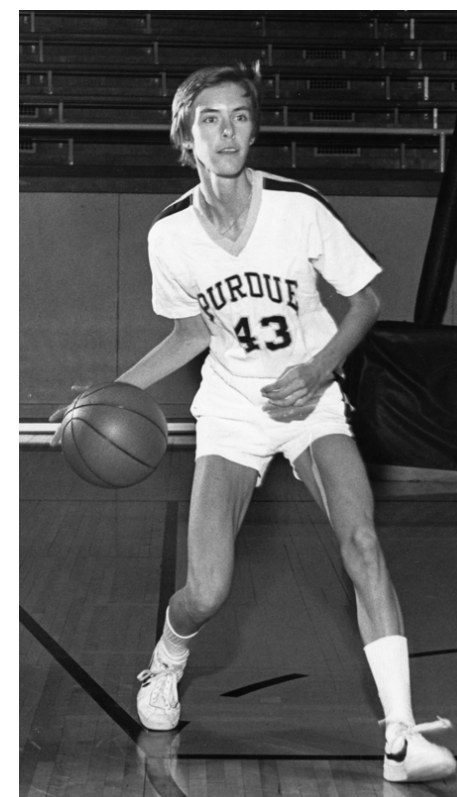
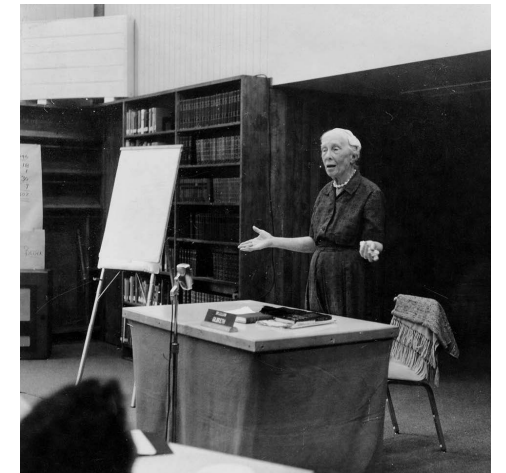
- Along the edges of photography to introduce motion and energy
- As a unifying graphic accent that ties multiple assets together
- As a dynamic framing or directional element within layouts



PHOTOGRAPHY

Our photography should celebrate America at 250 years by embracing all components of American life — its people, landscapes and cultures, its histories and futures. The goal is not to freeze the brand in a single era or aesthetic but to show many photographic styles.

This approach promotes the idea that America and Purdue aren't encapsulated by a single story or look. Use multiple approaches, including documentary, portraiture, editorial, conceptual and archival photography to reflect this range.





Submit approvals: brand@purdue.edu