

Elevator Speech

This quick overview describes Protect Purdue at the highest level: What it is, why we believe in it, what it says about Purdue, and what we want our audiences to know about it. This language can be used with any of our audiences as a brief introduction to this initiative, to be followed by more detailed content. This is Protect Purdue in 60 seconds.

**As Boilermakers, we keep learning
and we keep going. Always, always
taking the next step, together.**

At Purdue University, we are united in our persistent pursuit of innovation. Working together to tackle challenges head-on, developing practical solutions to the world's toughest challenges, again and again and again.

And in these unprecedented times, as a global pandemic impacts us all, we keep going. Because each of us must work to protect the health and safety of every member of our community.

Protect Purdue is our comprehensive plan to keep our campuses and our communities safe and to stop the spread of COVID-19. Small steps that each of us is taking to protect ourselves, protect others, and protect our Purdue community.

**Ever grateful, ever true, together
we will PROTECT PURDUE.**

Core Language

TOGETHER WE WILL

Use “Together we will” language to speak to the unity of the Boilermaker community within this effort:

Together, we will get through this.

Together, we will remain strong.

Together, we will stay safe and healthy.

Together we will Protect Purdue.

PROTECT

Use “Protect” language to remind our campus community of the commitment we’re asking of them.

Protect Yourself.

Protect Others.

Protect Our Campus.

Protect Purdue.

Protecting Healthy Communities

Protecting Our Future

Protecting Our Campus, Again and Again and Again

Protecting the Next Giant Leap

PERSISTENCE

Use “We Keep Going” or “Persistent Pursuit” language to speak to the relentlessness of our community during these unprecedented times.

To keep our community safe, we keep going.

To create healthier spaces, we keep going.

To protect those who matter most, we keep going.

To stop the spread of COVID-19, we keep going.

The persistent pursuit of protecting Purdue

SMALL STEPS AND GIANT LEAPS

Use our primary brand language to support these efforts whenever possible.

Small steps we’re taking to keep our community safe.

Protecting the next giant leap.

FUN

For daily reminders of safe and healthy practices, it’s okay to have a little fun with it.

Wabash Your Hands.

Wash. Rinse. Re-Pete

Get Your Game Face On.

Keep A Distance of Six Small Steps