PhotoShelter, Marketing and Communications’ digital asset library, provides access to the best Purdue-branded imagery and b-roll video. The photography and video available through PhotoShelter align with our brand and style, creating a look and feel that is DISTINCTLY PURDUE.
Collections and Galleries

Visit purduemarketing.photoshelter.com

<table>
<thead>
<tr>
<th>PUBLIC COLLECTION</th>
<th>PHOTO &amp; VIDEO LIBRARY</th>
</tr>
</thead>
<tbody>
<tr>
<td>This collection is open to the general public, including media outlets.</td>
<td>This collection is available to all Purdue employees with BoilerKey credentials. Specifically, this library provides imagery and video b-roll for campus marketers.</td>
</tr>
</tbody>
</table>
Getting Started

As you navigate Purdue’s PhotoShelter portal, this site map will help you make effective use of all the resources that PhotoShelter has to offer.

- **GALLERIES**
  Browse photo and video galleries.

- **VISUAL BRAND**
  Get to know the Purdue brand and how it empowers us to deliver a unified message.

- **PHOTOGRAPHY SERVICES**
  Learn more about our photography services. This link will take you to the Purdue MarCom site.

- **RELEASE GUIDELINES**
  Familiarize yourself with photo and video release guidelines.

- **NEWS EXPOSURE GALLERY**
  Explore Purdue News photography exposure galleries.

- **HELP**
  Helpful tips on navigating PhotoShelter.

- **CONTACT**
  Reach out if you have questions.

- **SEARCH**
  Select to search images.
PhotoShelter Access

ACCESSING THE PUBLIC COLLECTION ON PHOTOSHELTER

1. Visit Purdue Marketing’s PhotoShelter page
   purduemarketing.photoshelter.com

2. Select GALLERIES.

3. Click PUBLIC GALLERIES.
PhotoShelter Access

ACCESSING THE PHOTO & VIDEO LIBRARY (INVITED GALLERY) ON PHOTOSHELTER

1. Visit Purdue Marketing’s PhotoShelter page purduemarketing.photoshelter.com

2. Click LOGIN on the far right of the top navigation bar.

3. Select INTERNAL LOGIN.

4. Enter your BoilerKey credentials.
PhotoShelter Access

ACCESSING THE **PHOTO & VIDEO LIBRARY (INVITED GALLERY)** ON PHOTOSHELTER

6. Select **GALLERIES** (top navigation bar).

7. Select **INVITED GALLERIES**.

8. Select **PHOTO & VIDEO LIBRARY**.
The Photo & Video Library

includes the following galleries:

- **ACADEMICS & RESEARCH:**
  Featuring classroom and research environments.

- **BRAND PILLARS:**
  Featuring Balance, Discovery, Growth, Inclusion, Innovation, Learning, Persistence and Respect.

- **BUILDINGS & CAMPUS:**
  Featuring general and seasonal assets from around campus.

- **EVENTS:**
  Featuring university-wide events like Commencement, Homecoming and more.

- **MASCOTS:**
  Featuring the Boilermaker Special and Purdue Pete.

- **PHOTOGRAPHER FAVORITES:**
  Featuring photographer favorites from the past two years.

- **PRESIDENT MITCH DANIELS:**
  Featuring President Daniels on campus, at events and more.

- **SIGNATURE STORIES:**
  Featuring our signature stories, including Purdue Polytechnic High School and The Data Mine.

- **STUDENT LIFE:**
  Featuring students enjoying campus life.

- **VIDEOS:**
  Best-of-the best b-roll clips showcasing campus scenes, learning and research, student life, major events and more.
How to Search

1. Select **SEARCH** on the top navigation bar.

2. Enter search criteria, and then hit **ENTER**. (For tips on keywords, see slide 12.)

3. Narrow your search with the **ADVANCED SEARCH OPTIONS** on left navigation.

**Tip:** Make sure to leave your cursor after the search term in the search field when you hit enter!
Enhance Your Search

Once you have completed the initial search, a set of images will populate. You can further enhance your search by going to the left-hand navigation and filtering by:
**Type, Orientation, Date, Buildings & Locations, College & Schools, Landmarks & Art and Cultural Centers.**

**Example:** If you want to search for images of Purdue Pete at Ross-Ade Stadium, you can go to the left navigation once images populate and select Building & Location (STDM- Ross-Ade).
Photo Download

1. Select image to download.

2. Click the **DOWNLOAD** arrow.

3. A pop-up window will list size options.

**DOWNLOAD SIZE GUIDE:**

- **JPEG - ORIGINAL FILE:**
  - Best for print and large-scale media

- **JPEG - X-LARGE (4800 PX):**
  - Best for print and large-scale media

- **JPEG - LARGE (2400 PX):**
  - Best for print sizes less than 8x10

- **JPEG - MEDIUM (1200 PX):**
  - Best for web, email and social media

- **JPEG - SMALL (600 PX):**
  - Best for web, email and social media
When searching for an image or video on PhotoShelter, use the following keyword framework to guide your search. Can't find what you're looking for? Let us know!

### PROPER NAME
- Student
- Undergraduate
- Graduate
- Faculty
- Researcher
- Staff
- Alumni
- Parent/family
- Donor
- Purdue Pete
- Diversity
- Other

### CLASSIFICATION
- **PROPER NAME**
- **CLASSIFICATION**

### ACADEMIC AREA/ORG
- **ACADEMIC AREA/ORG**
- College/School
- Department/Center
- Lab

### EVENT
- **EVENT**
- Boiler Gold Rush
- Commencement
- Grand Prix
- Homecoming
- Spring Fest
- Other

### TRADITIONS
- **TRADITIONS**
- Hello Walk
- Fountain run
- Jumping tracks
- Other

### ACTIVITY
- **ACTIVITY**
- Teaching
- Studying
- Touring

### OBJECTS
- **OBJECTS**
- Boilermaker Special
- World's Largest Drum
- Award
- Other

### SEASON
- **SEASON**
- Spring
- Summer
- Fall
- Winter

### TIME OF DAY
- **TIME OF DAY**
- Sunrise
- Sunset
- Night

### LOCATION
- **LOCATION**
- Name of buildings/Residence Halls

### LANDMARKS & STATUES
- **LANDMARKS & STATUES**
- John Purdue statue
- Unfinished P
- Boilermaker statue

### SETTING
- **SETTING**
- Campus
- Classroom
- Lab
- Inside
- Outside
- Portrait
- Other

### OTHER
- **OTHER**
- Mask
- Protect Purdue
QUESTIONS?

DROP US A MESSAGE, AND WE’LL GET IN TOUCH!

purdumarketing.photoshelter.com/contact