

THE PERSISTENT

PURSUIT

OF THE NEXT

GIANT LEAP.

Identity

The Purdue University logo is the clearest depiction of our unified Purdue brand, visually and verbally. The logo features the dynamic energy of the Motion P, paired with a wordmark in a classic slab-serif font.



Brand Essence

The clearest, most concise statement of who we are as an institution. This “big idea” forms the foundation of our brand.

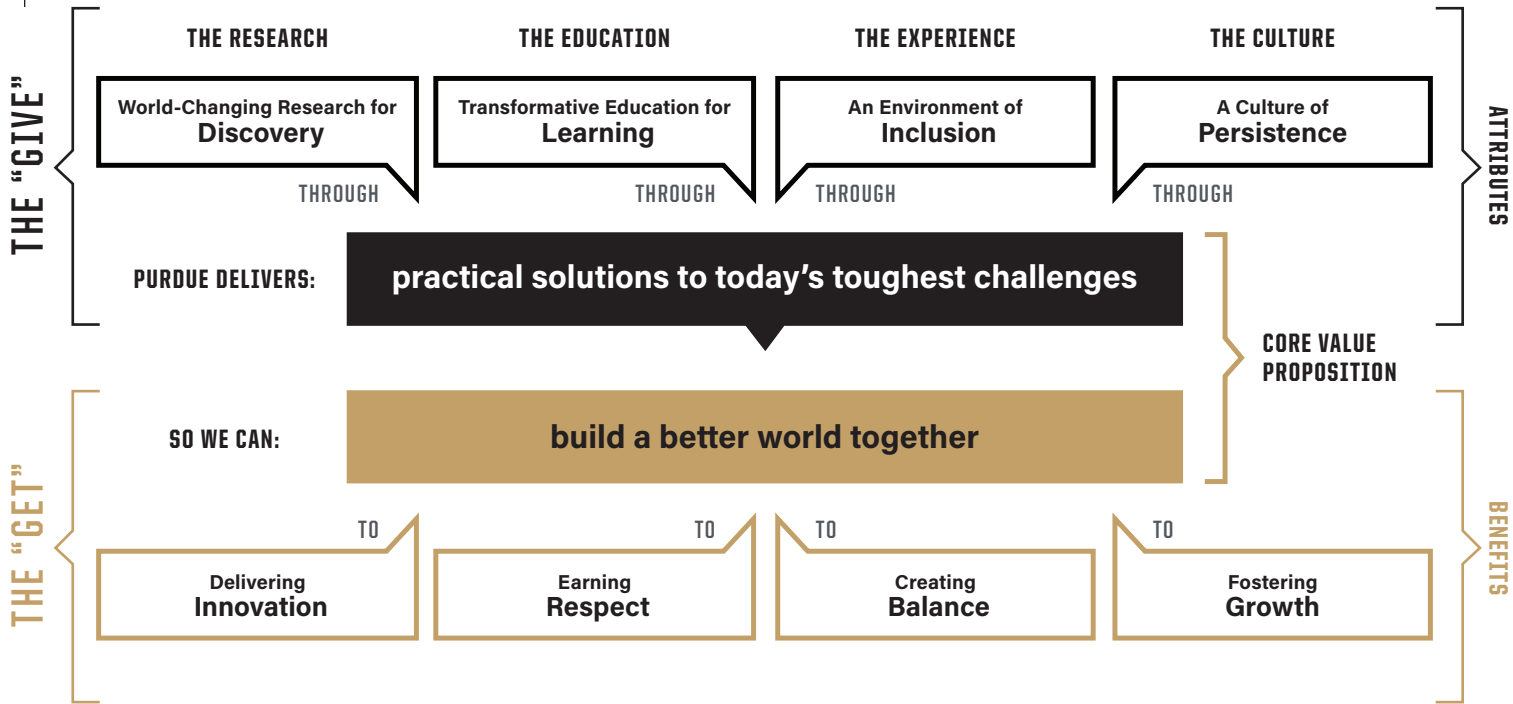
PURDUE UNIVERSITY IS ABOUT
THE PERSISTENT PURSUIT OF INNOVATION
WHERE PEOPLE BRING THEIR BEST AND LEARN
TO BUILD A BETTER WORLD TOGETHER.

Simply put:

PERSISTENT INNOVATION.
TOGETHER.

Value Proposition

We begin to shape our story around four pillars that make Purdue distinct: research, education, experience and culture. This is the core value that we deliver to our stakeholders and why it matters.



Color

Primary Palette Our primary palettes consists of Boilermaker Gold and Black. Our layouts lean heavily on these colors, mixing in the supporting palette to build color schemes that are complementary and balanced.

Pantone 7502 C Boilermaker Gold C cmyk 13 20 45 3 rgb 207 185 145 hex CFB991	Black cmyk 0 0 0 100 rgb 00 00 00 hex 000000	White Rather than viewing white space as a blank area, see it as a break. Always balance color, typography and graphic elements with white space.
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Gold-Supporting Palette The expanded range of gold-inspired colors offers a variety of tones and brightnesses for layouts.

Pantone 7562 C Aged cmyk 14 29 62 12 rgb 142 111 62 hex 8E6F3E	Pantone 110 C Rush cmyk 0 20 100 8 rgb 218 170 0 hex DAAA00	Pantone 4017 C Field cmyk 5 18 81 4 rgb 221 185 69 hex DB9A45	Pantone 7402 C Dust cmyk 3 8 43 0 rgb 235 217 159 hex EBD99F
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Black-Supporting Palette The range of tones inspired by black are the hardest-working colors of the brand. They provide the support and flexibility behind the gold options, making them legible and vibrant.

Pantone 425 C Steel cmyk 63 51 45 33 rgb 85 89 96 hex 555960	Pantone Cool Gray 9 C Cool Gray cmyk 50 40 34 17 rgb 111 114 123 hex 6F727B	Pantone 402 C Railway Gray cmyk 34 30 33 8 rgb 157 151 149 hex 9D9795	Pantone 400 C Steam cmyk 20 17 19 0 rgb 196 191 192 hex C4BFC0
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Brand Personality

These characteristics and qualities help define the way our brand should look and feel—creating alignment between who we authentically are as an institution and how our brand comes to life.

HOW WE WANT PEOPLE TO THINK ABOUT PURDUE

Intentional
Focused, deliberate, serious, dedicated to process

Respected
Proven, valuable, credible, reliable, rigorous, a brand you can trust

Innovative
Intelligent, smart, insightful, a dot-connector

HOW WE WANT PEOPLE TO FEEL ABOUT PURDUE

Inclusive
A collaborative community, inviting, friendly, supportive, open-minded, a family

Balanced
Confident but never arrogant, well-rounded, level-headed, smart but also human

Driven
Relentless, persistent, always leaning in

Brand Narrative

The creative platform encompasses our entire messaging strategy and sparks it to life. Although it shouldn't be used word for word when communicating externally, we do use it as inspiration for sharing our story.

Throughout our history, generations of Boilermakers have left their mark. In small steps and giant leaps.

And today, we continue in those footsteps. Because the world still faces tough challenges. The adventure still lies ahead. So we keep learning. We keep going.

We keep going with every tiny epiphany that comes from the thrill of discovery. We keep going with each unexpected realization that uncovers new knowledge and possibility. We keep going because it's what keeps us going. Persistent in our pursuit of innovation, again and again and again.

We leave nothing untried, nothing untested and nothing undone. It's why we work harder here. Why we strive to be our best, so we can become the best. Because we are the instigators of progress. It's what we live for. And it's what we're here for.

Always, always, taking the next step, together. Because every giant leap starts with one small step.

PURDUE UNIVERSITY.
THE PERSISTENT PURSUIT OF
THE NEXT GIANT LEAP.

Typography

Font Families Acumin Pro is our sans-serif family and a workhorse for our communications. United Sans adds a rigid and collegiate accent. Source Serif Pro, our serif family, performs well at small sizes, in longer-form text and in more sophisticated applications.

Acumin Pro
Acumin Pro SemiCondensed
Acumin Pro Condensed
Acumin Pro ExtraCondensed

UNITED SANS
UNITED SANS CONDENSED
UNITED SANS EXTENDED

Source Serif Pro

Identity Colors The color of the background will determine which version of the logo to use.

PREFERRED - FULL 3-COLOR

For use on light backgrounds



For use on dark backgrounds



USE SPARINGLY - 1-COLOR

For use on dark backgrounds



NOTE:
Do not rearrange or delete the logo's elements.

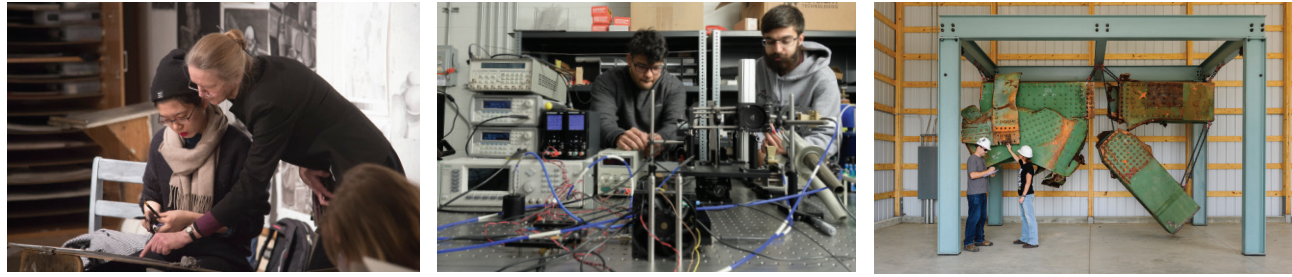


For use on light backgrounds



Photography

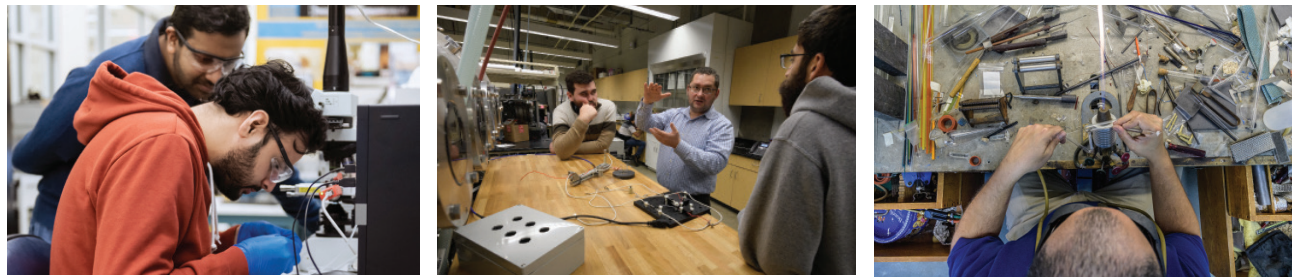
Location Photos in this category should express a sense of community that can only happen at Purdue. This is the chance to capture the culture of Purdue as it happens during student and alumni events—on campus and in the region.



Portraits These are the students, teachers, faculty, alumni and friends who form our community. These shots should always feel natural and in the moment. Subjects are generally shown in their own workspaces.



Moments This photographic style should capture moments of real emotion, spirit and achievement. This can include smiles, laughter and other positive expressions, as well as introspection and hopeful reflection.



In studio: focuses more on the subject by placing them in a controlled and isolated environment.

Use overhead perspectives to capture the real work environments of our students.

Graphic Elements

Vertical Rules Anchor type and images to the compositional grid, and create balance and unity among additional compositional elements. Vertical strokes can be used in three different manners to create dynamic and orderly presentations.

Sequential / Wrap / Linking

Every small step that takes us from the earth to the world beyond.

THAT'S BY
GIANT LEAP



Emphasis Box These emphasis boxes can house short, pointed callouts or captions. They house one to two lines of content, so we always give thoughtful consideration to their application.

Filled



Outlined



Border Frames Adding a simple border allows for a unified application of color on compositions, without detracting from the main visual. This border color is always Boilermaker Gold.



Diagonal Bands and Offsets The idea of “persistent pursuit” speaks to the constant motion and energy our community spends on refining the next small step.

To help visually convey that fervor, the following graphic elements accent some of our core assets of photography, typography and color.

Impact Type Offset

Diagonal Bands

