THE PERSISTENT

PURSUIT

OF THE NEXT

GIANT LEAP

PURDUE UNIVERSITY.
Identity

The Purdue University logo is the clearest depiction of our unified Purdue brand, visually and verbally. The logo features a dynamic energy of the Motion P, paired with a watermark in a classic 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 TO BUILD A BETTER WORLD TOGETHER. The most legible and vibrant.

Value Proposition

They provide the support and flexibility that Purdue students need to succeed. Our primary palettes consist of Boilermaker Gold and Black.

Primary Palette

Our primary palettes consists of Boilermaker Gold and Black. Our layout leans heavily on these colors.

Typography

Font Family: Acumin Pro is our serif family and workshorse for our communications. United Sans adds a rigid and collegiate accent.

Font Families

Acumin Pro, Acumin Pro SemiCondensed

Acumin Pro Condensed

Acumin Pro ExtraCondensed

UNITED SANS

UNITED SANS CONDENSED

UNITED SANS EXTENDED

Source Serif Pro

Intentional

Focused, deliberate, serious, dedicated to process

Respected

Professional, reliable, credible, reliable, rigorous, a brand you can trust

Innovative

Intelligent, smart, insightful, a dot-connector

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 learning in

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 always feel natural and in the moment. Subjects are generally shown in their own workspace.

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.

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

Graphic Elements

Emphasis Boxes: 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.

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

Diagonal Banners 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