PURDUE BRAND

CANVA TOOLBOX

FOR STUDENTS

PURDUE UNIVERSITY®

Marketing and Communications

WELCOME

This marketing toolbox, created specifically for students, gives you access to Purdue logos, brand colors, alternate brand fonts and images, as well as a link to Purdue templates for inspiration. It also contains a helpful guide to successfully using Canva.

IF YOU HAVE ANY QUESTIONS ...

For additional assistance or inquiries, contact the Purdue University Marketing and Communications team at **marketing@purdue.edu.**

For detailed brand guidelines, visit: **marcom.purdue.edu/our-brand.**

FONTS

CANVA USERS WITH FREE ACCOUNTS

The ability to upload custom fonts isn't included in free Canva accounts. Instead you can use the following approved alternate fonts in Canva:

Franklin Gothic in place of Acumin Pro

- *This sans serif design works well for headlines, subheads, callouts and body copy.*

Impact in place of United Sans

- *A more rigid, collegiate look is conveyed with this display typeface, best for brief callouts, factoids, numbers and adding emphasis.*

Georgia in place of Source Serif Pro

- *Our designated serif family is used for small sizes and longer-form text, as well as more sophisticated applications.*

PURDUE BRAND FONTS

Acumin Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1 2 3 4 5 6 7 8 9 0

United Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1 2 3 4 5 6 7 8 9 0

Source Serif Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1 2 3 4 5 6 7 8 9 0

ALTERNATE FONTS

Franklin Gothic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1 2 3 4 5 6 7 8 9 0

Impact
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1 2 3 4 5 6 7 8 9 0

Georgia
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1 2 3 4 5 6 7 8 9 0

COLORS

Boilermaker Gold and Black are two of the most recognizable aspects of the Purdue brand identity. We also have a complementary palette that supports these two primary colors.

Access Colors

Primary Colors

#CFB991 Boilermaker Gold

#000000 Black

Supporting Colors

#8E6F3E Aged

#555960 Steel

#DAAA00 Rush

#6F727B Cool Gray

#DDB945 Field

#9D9795 Railway Gray

#EBD99F Dust

#C4BFC0 Steam

LOGOS

Instantly recognizable and uniquely Purdue, our logos act as signatures, identifiers and instant brand cues. Consistent, correct use of these visual components is vital to our brand and all university communications.

Download Logos

For use on
light backgrounds

For use on
dark backgrounds

IMPORTANT

Follow the guidelines to maintain the integrity of our logo:
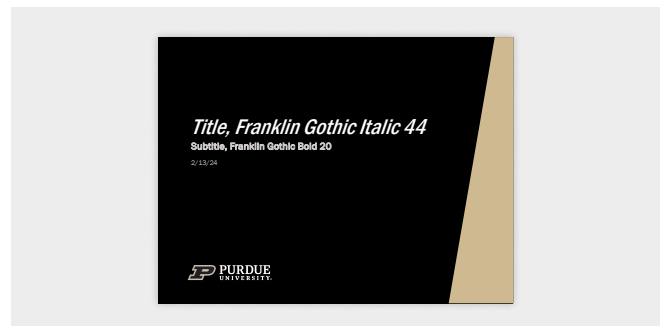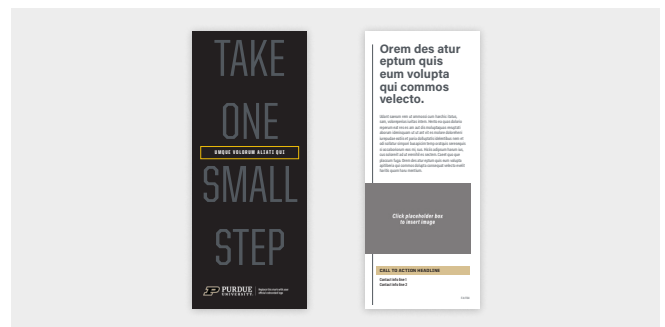
View Brand Guidelines

IMAGES

PhotoShelter is Purdue Marketing and Communications' digital asset library, providing access to the best Purdue-branded imagery. Galleries have been created for public use.

Download Images

CANVA TIPS

- Utilize Canva's free features to bring your Purdue-inspired designs to life. You do not *need* a paid account!

- Incorporate our alternate brand fonts and colors into your Canva creations.

- Import the Purdue logo into your designs for that authentic touch. Remember to follow the guidelines for our logo!

- Explore Canva's library of free images or upload Purdue photos obtained from our gallery.

NEED INSPIRATION?

View some Purdue-branded designs:

View Templates