

JUNE 2024

PURDUE COMPUTES

STRATEGIC INITIATIVES BRAND GUIDE



Purdue Computes Background

As student interest in computing-related majors grows and the societal impact of artificial intelligence and chips continues to rapidly increase, Purdue has launched a new major initiative, Purdue Computes, consisting of four dimensions that will connect faculty and students from across the institution and enable the university to advance with unparalleled excellence at scale. These four dimensions are: the elevation of Purdue's already-successful computer science and computer engineering programs, the advancement of physical artificial intelligence, semiconductor research and development, and quantum science and engineering.

Using This Guide

Purdue Computes is not a department, entity or an affiliated brand. However, as a university initiative that continues to develop and grow in recognition, guidelines are needed to ensure that the strength of the larger Purdue brand identity comes through.

No logo will be created for Purdue Computes, but consistent branding should be used throughout visuals and messaging to create a uniform experience.

Purdue Computes Boilerplate

The Purdue Computes boilerplate provides key high-level information about the initiative for journalists and other media outlets and can be used as a reference for how we talk about Purdue Computes.

Purdue Computes is a major initiative for Purdue University that emphasizes four key pillars of Purdue's extensive technological and computational environment: the elevation of Purdue's already-successful computer science and computer engineering programs, the advancement of physical artificial intelligence, semiconductor research and development, and quantum science and engineering. The initiative was created to enable the university to advance with unparalleled excellence at scale.

Purdue Computes Elevator Speech

When referencing Purdue Computes to external unaffiliated audiences, we recommend the following language to describe Purdue Computes quickly and succinctly.

The Purdue Computes initiative emphasizes four key pillars of Purdue's extensive technological and computational environment — computing, physical artificial intelligence, semiconductors, and quantum science and engineering. Together, these enable the university to advance with unparalleled excellence at scale.

Visual Guidelines

Without a logo, creating consistent visual guidelines for Purdue Computes will help to establish a strong visual identity for the initiative while maintaining a clear connection to the main Purdue brand.

“PURDUE COMPUTES”

Acumin Pro ExtraCondensed SemiBold Italic, all caps, tracking: 10

Headers: Use larger type sizes and the option to use offset treatment for emphasis.

Subheads/Identifiers: Use in smaller type within an emphasis box and the option to use the vertical rule element.

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Using the Purdue Computes Visual Identity

Purdue Computes visual elements should never stand on their own without the official Purdue signature logo or an approved co-brand.

Activations for Purdue Computes should always have some affiliation with an entity that already has approved Purdue University branding. Either the Purdue University signature logo or an approved co-brand should always be used in conjunction with the Purdue Computes visual identity.

Exceptions include: on social media where posts are already branded by the posting channel and in very limited internal uses.

Purdue Computes branding

Social channel is Purdue branded



Purdue Computes is a major new initiative emphasizing four key pillars of Purdue's extensive technological and computational environment: the advancement of physical artificial intelligence, the elevation of our already-successful computer science and computer engineering programs, quantum science and engineering, and semiconductor research and development.

Leveraging our signature strengths in materials science, engineering, microelectronics, computer science, agriculture and life sciences, Purdue is launching a world-leading program — the Institute for Physical Artificial Intelligence.

BIRCK NANOTECHNOLOGY CENTER
Birck Nanotechnology Center is a 186,000-square-foot microelectronics research facility and home to the Scifres Nanofabrication Laboratory, one of the nation's largest cleanrooms.

LARGEST UNDERGRADUATE STEM ENROLLMENT
IN THE U.S.
IPEDS 2021: IES definition of STEM for major research universities

TOP 10 MOST INNOVATIVE UNIVERSITY
IN THE U.S.
6 Years Running U.S. News & World Report, 2024

#4 GRADUATE ENGINEERING PROGRAM
IN THE U.S.
U.S. News & World Report, 2024

#4 FOR PATENTS
IN THE U.S.
U.S. Patent and Trademark Office, 2022

Mark Lundstrom
Don and Carol Scifres Distinguished Professor of Electrical and Computer Engineering
Chief Semiconductor Officer

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Produced by Purdue Marketing and Communications | MM-23-88937 | EA/EDU



Purdue logo or an official co-brand (example to the right) should always be used in conjunction with Purdue Computes branding



Examples of the Purdue Computes Visual Identity

The following examples demonstrate how you can use the Purdue Computes visual identity alongside Purdue University branding.

Purdue Computes branding in subhead

Purdue logo or an official co-brand should always be used in conjunction with Purdue Computes branding

Social channel is Purdue branded

Official co-brand

PURDUE QUANTUM SCIENCE AND ENGINEERING INSTITUTE

The Purdue Quantum Science and Engineering Institute (PQSEI) convenes leading quantum researchers in state-of-the-art facilities and leverages rich collaborations with industry, government and academia to drive discovery. PQSEI is optimally poised for investigation of new quantum phenomena and development of chipscale quantum systems ideal for tomorrow's technologies.

60+
FACULTY MEMBERS
WITH EXPERTISE IN
QUANTUM RESEARCH

PURDUE COMPUTES

The Purdue Computes initiative emphasizes four key pillars of Purdue's extensive technological and computational environment – computing, physical artificial intelligence, semiconductors, and quantum science and engineering. Together, these enable the university to advance with unparalleled excellence at scale.

QUANTUM RESEARCH AREAS
PQSEI researchers advance basic and applied quantum science and engineering in broad quantum areas such as:

- Atomic and molecular science and quantum photonics
- Quantum materials and devices
- Quantum technologies including quantum communication, sensing and computing

WORKFORCE DEVELOPMENT
Engineers and scientists are needed to develop quantum technologies that promise to revolutionize the way we communicate, compute and sense the world around us. Purdue provides curricula, experiential learning and outreach efforts that are developing the quantum workforce of the future.

CENTERS AND PARTNERSHIPS

- Center for Quantum Technologies
- Indiana Quantum
- Midwest Quantum Collaboratory
- Quantum Collaborative
- Quantum Science Center (QSC)
- Quantum Economic Development Consortium

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Researchers working in the Hybrid Integrated Quantum photonics lab at Purdue University. (Charles Isichei/Purdue University)

During this year's poster session, QSC members presented projects related to ion trap technologies, dark matter detectors and more. (Dave Mason/Purdue University)

Purdue hosts the Quantum Science Center's annual **Quantum Summer School**, which includes talks from industry, academia and government experts, as well as hands-on and applied exercises. Participants—primarily graduate and postdoctoral students—develop and broaden personal and business networks that will shape their careers and the future quantum workforce.

Elevator speech copy added to provide context for external audience

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HEADLINE

Click to add text

Click icon to add picture

Official Purdue signature mark

PURDUE UNIVERSITY

YOU'RE INVITED

Date & Time

TemFicit quidunt issequam faceperaeselsper iorep. Namusdae venihicimus, quaectis rescien totatec damus, soluptam ex et voluptatur sum ad ut at lacernatias.

PURDUE COMPUTES

THIS EVENT IS A COLLABORATION BETWEEN
PURDUE COLLEGE OF AGRICULTURE AND PURDUE APPLIED RESEARCH INSTITUTE

Multiple identities: Typeset in brand font and follow the clear space around logos (see bottom of invitation card)

Purdue Computes branding

PURDUE COMPUTES

Intro Title Here



Purdue Marketing and Communications

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