



THIS IS OUR BRAND



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WHAT IS A BRAND?



Our brand is an enduring platform that articulates the Purdue Global story, our unique point of view and the experience we create. Most of all, our brand helps us tell a consistent, authentic story to our audiences across all our communications.

These guidelines define and describe the various parts of our brand and how we bring it to life. As we determine the stories we tell and how we tell them, we can rely on the guidance in these pages to inspire our work.

Section 1

THIS IS OUR STRATEGY

OVERVIEW

Our strategy celebrates our impact, elevates our strengths, captures our personality and defines what the world can expect from us. It's the blueprint for building our brand. Additionally, it's a tool that we should consult as we develop marketing plans, campaigns and initiatives.

Audience

Who do we need to engage?

Brand Essence

What does Purdue Global stand for?

Value Proposition

What do we offer, and why does it matter?

Brand Personality

How do we look, sound and feel?



INSIGHTS

These three core insights from our research have informed the brand strategy and campaign creative. While they aren't actual respondent quotes, they are consolidated statements that reflect what's most important to our audience for Purdue Global.



I want to earn a quality education and **degree that I can be proud of and trust, and that future employers will respect.** If I'm going to spend the time and money, I want it to be legitimate."



I want my life and work experience and what I bring to the table as an adult to be recognized and valued. **I want credit for what I know and what I have done,** to advance my journey toward future success. I want to know that what I've done previously wasn't a waste."



I am capable of more. **A degree is a stepping stone to new opportunities** for me and my family, and I'm determined to see it through. This presents a redemptive opportunity for me to prove to myself and others what I can do."

AUDIENCE

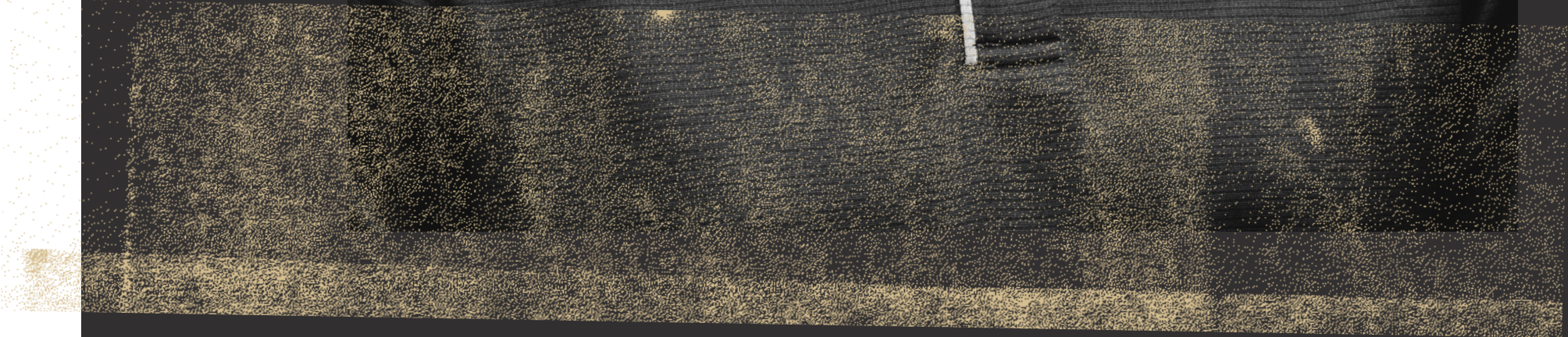
PURDUE GLOBAL IS FOR WORKING ADULTS WITH LIFE EXPERIENCE AND OFTEN SOME COLLEGE CREDITS WHO WANT TO EARN A DEGREE THAT THEY CAN BE PROUD OF AND THAT EMPLOYERS WILL RESPECT.

AUDIENCE

By identifying who we want to engage, we can tailor our content for their interests and better achieve our marketing goals.

They are more likely to:

- | | |
|---|--|
| ▪ Be more mature. | 60% are over the age of 30 |
| ▪ Be currently employed, but want to move ahead. | 16% are currently employer funded |
| ▪ Mirror U.S. population. | 42% underrepresented minority |
| ▪ Have military experience. | Nearly 1/3 are serving or have served in the U.S. military |
| ▪ Have some college credit but no degree. | 75% of current students (25% master’s students) |
| ▪ Be pressed for time, stretched thin. | 51% with family responsibilities |
| ▪ Be first in their family to pursue a college education. | 50% first generation |



BRAND ESSENCE

Our essence articulates the conceptual core of our brand in a succinct, memorable phrase. This is not meant to be a tagline, a slogan or a headline, but rather an internal expression that should be used as a recall device — a mental prompt for what anchors our story. It can also serve as a gut check for the decisions we make and the spirit of everything we create.

This is what Purdue Global is all about.

In a word

OPPORTUNITY

In a phrase

REAL
OPPORTUNITY
FOR MORE

BRAND ESSENCE

REAL OPPORTUNITY FOR MORE

Real Opportunity

- A real education for working adults who want a degree that they can be proud of
- A real university, backed by Purdue University in West Lafayette, Indiana — not a diploma mill
- A real degree that employers respect
- Real professors sharing real-world industry experience
- A real chance to advance your future and career
- Real industry connections and career advancement support
- “It’s for real”: challenging, but worth it, and attainable if you’re willing to work for it
- It’s true, relevant and legitimate

For More

- For more students
- For more sectors, companies and partners
- For more opportunity
- For brighter futures
- For more confidence, peace of mind and stability
- For more impact

POSITIONING TERRITORY

The Need:



Working adults want to earn a degree they can be proud of — one that employers will respect. They know that some negative perceptions exist about the value and quality of online education, and they want to avoid diploma mills and other scams. They bring life experience and some college credit, and they’re ready to focus on what’s next: the next step in their career, the next job, or the next opportunity to improve life for themselves and their families.

They need to know that a Purdue Global education will **prepare them for what’s next.**



POSITIONING TERRITORY

The Want:



These people are looking for an educational partner that they can trust. One that understands their needs and aspirations. One that knows what it’s like to be a working adult, that values the experiences they bring and that can help them get where they want to be.

They want to see that the Purdue Global experience is **built for working adults.**



POSITIONING TERRITORY

The Solution:



Backed by Purdue University, one of the most respected and trusted names in public higher education, Purdue Global was built to work specifically for working adults. It offers a proven, practical and personal education that recognizes what working adults bring to the table. Through relevant courses led by faculty with real-world experience, Purdue Global is committed to equipping students with the skills they need and supporting them at every step of their journey toward earning a degree that employers will respect.

They will trust a degree from Purdue Global because **it's backed by Purdue.**



BRAND PERSONALITY

Personality is what humanizes our brand, bringing our messages to life with greater emotional strength and resonance. These characteristics and qualities define how our brand looks and feels — creating alignment between who we authentically are as an institution and how our brand comes to life.

As a brand, Purdue Global will always be:

REAL

true, relevant, legitimate

RESPECTED

quality, recognized, valued

DETERMINED

purposeful, persistent, driven

ACCESSIBLE

attainable, approachable, open

SUPPORTIVE

caring, invested, committed to the working adult

TRUSTWORTHY

credible, backed by Purdue, responsible

Section 2

THIS IS OUR VOICE AND TONE

OVERVIEW

Our voice brings out the humanity that’s at the core of all our communications. It enables us to express the key messages of our brand, gives Purdue Global an identifiable and ownable tone, and helps us connect emotionally with our audiences.

Our strategic positioning and key messages form the basis of **what we say**. Our voice is **how we say it**.

The elements in this section work together to help us make effective decisions as we craft the Purdue Global story for our audiences. They are designed to enable us to speak with one brand voice: one that makes our message clear, our story compelling and our communications consistent.

Brand Narrative
What is our story?

Messaging Map
What do we say?

Telling Our Story
How do we say it?



BRAND NARRATIVE

These short paragraphs are the basis for relating our story at the highest level and help us set the tone for our brand language. These words, phrases and lines can help us translate our brand strategy to audience-facing language, carrying our message in a way that makes our audiences pay attention.

This language isn't intended to be used word for word in external communications. Instead, use it as inspiration: pulling relevant phrases when it's appropriate, adopting its tone whenever possible and mirroring elements of its construction when that's helpful.



I know I've got a comeback in me.

When I take the next step in my life and career, I'm going to make it count. Because I'm worth the investment it takes to earn a degree I can be proud of. I'm worth the work it takes to get an education employers respect. And I've worked too hard to stop now. It's time.

It's time to get credit for the life I've lived, the things I've learned and the experience I've gained.

It's time to earn the recognition I deserve and the stability I need. It's time for my comeback.

So I'm not just going back to school. I'm coming back, with Purdue Global.

Purdue Global is backed by Purdue University, one of the nation's most respected and innovative public universities, with a 150-year legacy of making educational opportunities accessible to more and more students.

It was built specifically for working adults who bring their life experience and knowledge into the online classroom. For people who know that

a quality education will give them the chance to focus on what's next in their career and what's next for their family. For people like me.

This is my moment. I've lived. I've learned. And I've worked long and hard enough to know I've got what it takes.

This is my chance. With the power of a trusted degree behind me, I know I can do more.

This is my opportunity. In a community of support, I'm coming back bigger, stronger and more prepared than ever.

This is my comeback.

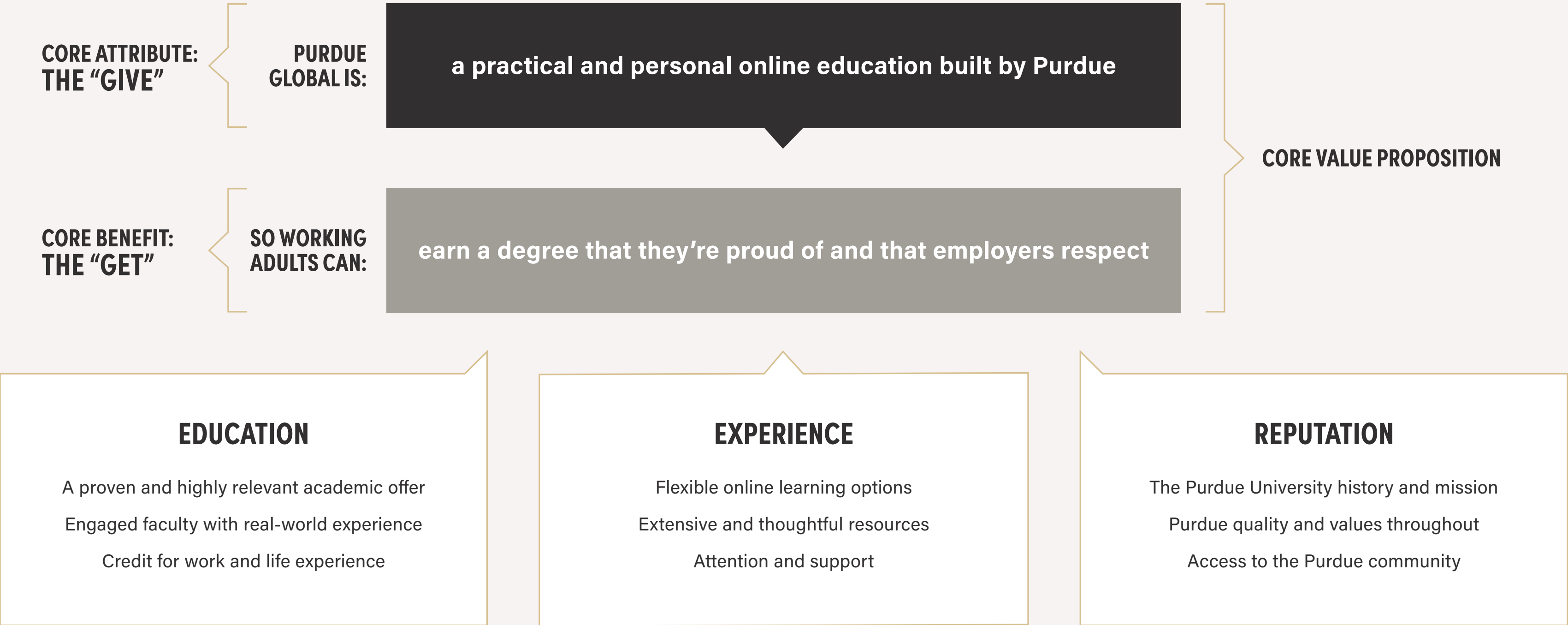


PURDUE GLOBAL

Purdue's online university for working adults.

MESSAGING MAP

The messaging map prioritizes the most important messages for telling our story, and it illustrates the relationship between attributes and benefits. It organizes our key ideas into a hierarchy, helping ensure that our communications are clear, consistent and compelling.



TELLING OUR STORY

“This is my comeback” isn’t our tagline, but it is an important piece of our brand vocabulary. It, along with the rest of the language in our brand narrative, should lead and influence the words and phrases we use as we begin to build out our brand voice. Use the brand narrative as your guide when creating any communication to ensure a clear, compelling brand voice.

To ensure that our personality comes through

The tone of what you’re writing should capture the spirit of this narrative and convey the inspiring, confident feeling of our language. It should help you make appropriate choices to convey a relatable voice. Make sure that whatever you’re writing sounds like it’s coming from a person who possesses our personality traits, and that it sounds like the language in our narrative.

To maintain consistency

When every communicator uses this narrative as a guide, it helps ensure that all Purdue Global communications work together as a family, sharing one common voice and a consistent brand identity.

To give context to our messaging

We have a wide variety of stories to tell and plenty of information we need to deliver. By couching this information within an interesting and compelling narrative framework, we can help ensure that our message is not only received, but remembered. When all of our content aligns with this positioning, we give our message heightened meaning and greater relevance.

To amplify our story, ensuring that it will be heard

By keeping our communications consistent, compelling and clear, we can create an incredibly powerful story and a tremendously potent message. Together, we can share a uniform story, multiple times, across all media, with all our audiences.

KEY THEMES

Purdue Global is a key component in our students’ success stories. The decision to go to Purdue Global to earn a degree is a momentous one, and one that students see as the beginning of a new positive trajectory in their lives.

We tell stories that enable our students to own their own comebacks. It’s a point of pride. Be sure to tell these comeback stories with a positive perspective; we should never suggest that students were in a negative place before Purdue Global.

- 1 /
This is my comeback.
- 2 /
I’ve got a comeback in me. And I’m going to make it count.
- 3 /
My comeback starts today.
- 4 /
This is where comebacks begin.
- 5 /
My comeback, backed by the power of Purdue.

▽

THIS IS MY
COMEBACK

△

KEY THEMES

Our students have full lives. They work, they have families, they have obligations. Although they have likely considered pursuing an online education for years, they may need a bit of a push to make the decision. “It’s time” is language that can help prospective students see they don’t have to wait any longer. There are many reasons to act now.

- 1 /
It’s time for my comeback.
- 2 /
It’s time to get credit for the work I’ve put in.
- 3 /
It’s time to earn the recognition I deserve.
- 4 /
It’s time to make a big move.



KEY THEMES

It’s not just about the comeback. Purdue Global represents a way for adult learners to get more out of their lives, advance in their careers and do way more than just “go back to school.” We can use this language to characterize Purdue Global as different, distinct and better than other online institutions.

Using “come back” as two words can also encourage and cheer on our audiences as they make the decision to enroll.

- 1 /
Come back stronger, with the power of Purdue behind you.
- 2 /
Come back, at a time in your life where you know what you want.
- 3 /
Come back together, with a community that supports you every step of the way.



COME BACK
STRONGER



KEY THEMES

We use language that speaks to the value of this investment, both in Purdue Global and in yourself. We’re saying: You’re worth it. Making this leap is worth it. And you’re a person who knows what you’re worth, so go and get more for yourself with a degree from Purdue Global in hand.

- 1 /
**I’m worth the work.
I’m worth the investment.
This is my time.**
-
- 2 /
**I’m worth the time it takes to get
a degree I can be proud of and
employers respect.**



I’M WORTH IT

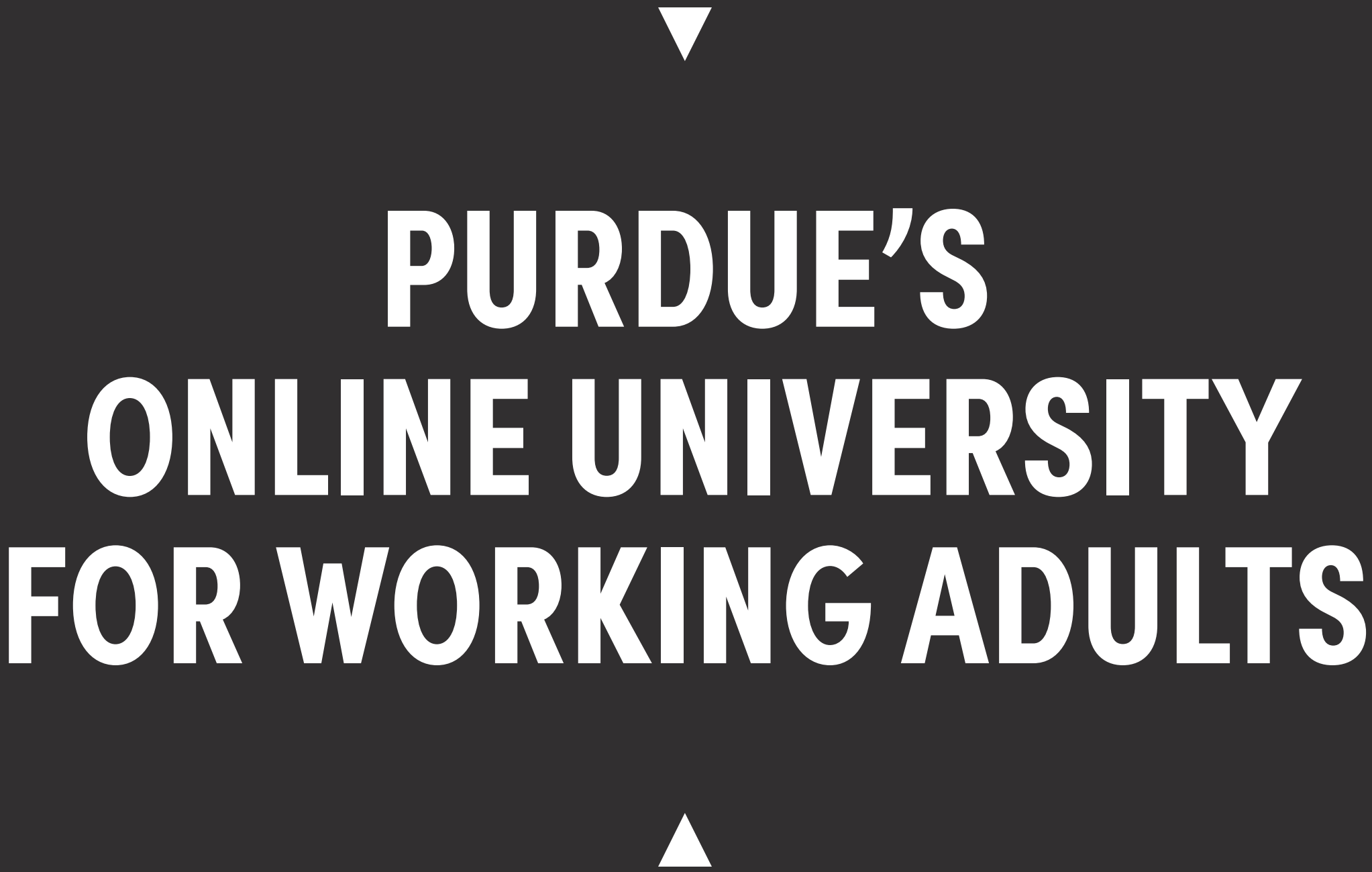


BRAND DESCRIPTOR

While “This is my comeback” is the driving line of our brand voice, there’s also a need for language that describes Purdue Global more concretely. This brand descriptor is useful when we need to define Purdue Global to new audiences who might not understand what we are, or in cases where more information is required.

It conveys three important pieces of information:

- 1 /
That we are part of Purdue University and backed by it.
- 2 /
That we are an online university.
- 3 /
That we were created specifically for the needs of working adults.



SHAPING OUR VOICE

These six statements inform the tone of our language. The specific vocabulary you use will vary, but you should always ensure that the Purdue Global voice is driven by these essential ideas.

When telling stories, choose examples that demonstrate how we embody these features. Use them to make your story more compelling and full of emotion.

Our personality is **real**,
and our voice is **human**.

We are honest with our audiences and speak in a manner that enables the human truth to come through. Whenever possible, write from a first-person point of view, allowing real students to share their stories. Find ways to connect these stories to the lived experiences of all.

Our personality is **determined**,
and our voice is **confident**.

We know that all our students are here to achieve their personal goals, and our voice is similarly purposeful, with a single-minded focus on the work our students are doing to achieve big things in their lives. We take their success seriously, and we show them we believe in what they can do.

Our personality is **supportive**,
and our voice is **encouraging**.

Our voice should serve as a reminder that no student takes this journey all on their own. With messages of motivation, guidance and affirmation, our audiences hear the chorus of voices who are supporting and backing them every step of the way.

Our personality is **respected**,
and our voice is **proud**.

Our connection to Purdue University brings a legacy of excellence and a name that's well regarded. Through our voice, we remind our audiences that they are part of this rich history, and that they deserve the highest quality in their education.

Our personality is **accessible**,
and our voice is **welcoming**.

Each of us brings something distinctive to the university, and our brand gives voice to all. We are open and inviting as we communicate the message that everyone has a place at Purdue Global.

Our personality is **trustworthy**,
and our voice is **dependable**.

We say what we mean, and we mean what we say. Our audiences can trust what we say because we use direct, honest language and share real examples.

CRAFTING LANGUAGE

When it comes to our language, we want to build from our audience insights.

Our audience research revealed three key insights that form the foundation of our messaging. With these insights in mind, try to create copy that speaks to the concerns, perspectives and experiences of our audiences.



Insight #1:

I want to earn a quality education and **degree that I can be proud of and trust, and that future employers will respect.** If I’m going to spend the time and money, I want it to be legitimate.”

Examples

Come back, with a degree employers respect.

Come back, with an education you can trust.

Come back, with an experience worth the time you’ve invested.

Come back, to an online university backed by the power of Purdue University.

Come back, with professors who have real-world experience.

CRAFTING LANGUAGE



Insight #2:

I want my life and work experience and what I bring to the table as an adult to be recognized and valued. **I want credit for what I know and what I have done,** to advance my journey toward future success. I want to know that what I’ve done previously wasn’t a waste.”

Examples

Come back, to an experience built specifically for you.

Come back, with credit for your life experience.

Come back, with an education that works harder for working adults.

Come back, at a time in your life when you know what you need to accomplish your goals.

CRAFTING LANGUAGE



Insight #3:

I am capable of more. **A degree is a stepping stone to new opportunities** for me and my family, and I’m determined to see it through. This presents a redemptive opportunity for me to prove to myself and others what I can do.”

Examples

Come back, in a community that supports you.

Come back, with new opportunities at every step.

Come back, and move forward to a better career.

Come back, and prove to the world you’ve got what it takes.

FLEXING OUR MESSAGE

Our messaging is designed to be flexible enough to carry the same core messages to our audiences, albeit in different ways. When speaking to Insight 1 or Insight 2, there is no real differentiation in the way we should message, but with Insight 3, keep in mind the different stage of the student journey when communicating the idea of “opportunity.”

Insights	Undergrad	Grad Students
<div>Customer Insight #1</div> <div>Quality education and respected degree</div>		
<div>Customer Insight #2</div> <div>Credit for life and work experience</div>		
<div>Customer Insight #3</div> <div>Seeking opportunity for more for themselves and their families</div>	<div>Opportunity = Redemption</div> <div>(get back on track)</div>	<div>Opportunity = Momentum</div> <div>(already on track, to move ahead)</div>

FLEXING OUR MESSAGE

The specific language we use when communicating the Purdue Global essence to an undergraduate or graduate audience should shift somewhat: Undergraduate students will respond more positively to the idea of “having a comeback” (one word) and with grad students, an encouragement to “come back” (two words) with the benefits of a Purdue Global education are more appropriate.

Audience	Essence	Campaign Language
<div>Working Adult</div> <div>Undergraduate</div> <div>Seeking to finish bachelor’s</div>	<div>Real Opportunity for More, but with a filter of:</div> <div>Redemption</div>	<div>My comeback</div> <div>Your comeback</div> <div>A strong comeback</div> <div>Etc.</div>
<div>Working Adult</div> <div>Graduate Student</div> <div>Seeking to get master’s or doctorate</div>	<div>Real Opportunity for More, but with a filter of:</div> <div>Momentum</div>	<div>Come back to more...</div> <div>Come back and move forward</div> <div>Etc.</div>

ID SUBJECTS

When identifying subjects in long-form and graphic contexts, it’s important that the items and format used are consistent across assets. You can use the following formulas.



Proper usage of the apostrophe before the year is with the tail down. Microsoft Word defaults to a tail-up apostrophe.

Written Stories

Body copy

On the first mention of a student in the body copy of a written story, identify their program name in parentheses — with a link to the program’s web page — the abbreviated year of graduation, a comma, then “Purdue Global.”

Single degree example:
Amber Martin (MS psychology ’24, Purdue Global)

Multiple degree example:
Stephanie Dykhuizen (BS communication ’21, MS instructional design technology ’23, Purdue Global)

If the subject’s degree is in progress, identify without the year:

Single degree example:
Amber Martin (MS psychology, Purdue Global)

Multiple degrees, both from Purdue Global, one still in progress:

Stephanie Dykhuizen (BS communication ’21, MS instructional design technology, Purdue Global)

Pull quotes

Students

First line: First and last name
Second line: Degree level, discipline, abbreviated year, comma, “Purdue Global”

Amber Martin
MS psychology ’21, Purdue Global

Faculty

First line: First and last name
Second line: Role (no discipline), comma, “Purdue Global”

Shaila Rana
Professor, Purdue Global

Graphics/Lower-Thirds

Graphics require a more abbreviated version of identifying subjects than what’s used in body copy or pull quotes. With both students and faculty, Purdue Global is offset inside an oval graphic element. No commas are used.

Students

First name only, backslash with a space on either side, degree level, program, abbreviated year

Patti / MS instructional design technology ’24

Faculty

First name only, “professor of,” and discipline

Shaila / Professor of AI and cybersecurity

Complex Identification

Multiple degrees, different Purdue Global entities, one degree still in progress:

Body copy

Amber Martin (MS psychology ’21, Purdue Global; JD Purdue Global Law School)

Pull quotes

Amber Martin
MS psychology ’21, Purdue Global
JD, Purdue Global Law School

Graphics

Amber / MS psychology ’21 / JD
Purdue Global

Purdue Global Law School

TIPS FOR SOCIAL MEDIA

Good writing feels purposeful, intentional and, above all, believable. Here are several principles to keep in mind when crafting your next communication.

Share the authenticity.

Our best brand ambassadors are our people: The students, faculty members, alumni and others who make us who we are. As we feature these human stories, be sure to highlight each person’s first and last name, graduation year and degree, or title, so that our audience can see that these are real people and true Purdue Global success stories.

Respond to comments.

The best way to engage your audience is to do it directly. If a user reacts to something you’ve posted, keep the conversation going, even if it’s just to thank them.

Speak directly to your reader.

This is where we can get up close and personal with our audiences. Talk to them like you know them (because you do).

Use brand language at the highest level.

When you don’t have a lot of space, it’s often best to stick to the basics. Use language that already feels like the Purdue Global voice and connects closely to our messaging.

Break the rules (of punctuation).

Social media is a casual place, and your post may look out of place if it’s written like a master’s thesis. Whether it’s to save toward character limits or just to sound like a person, feel free to use abbreviations, drop periods or type in all caps when appropriate.

Craft a narrative, but quick.

See how quickly you can communicate who we are, why we matter and why people should care. Don’t waste words, and cut out any extraneous content. (People won’t read it, and your message will get muddled.)

Give a clear call to action.

Always give your reader one thing you want them to know and one thing you want them to do as a result. Make sure your reader knows what to do with the information you’ve given them.

TIPS FOR SOCIAL MEDIA

Many of our audiences communicate through one or more of the four main social media channels. It’s important to keep in mind how various users interact with these channels and how this behavior translates to engagement with our brand. Here are some high-level practices to consider so that the appropriate content, crafted in the right manner, effectively reaches the right people.



X

Join the conversation.

Participate in trending topics, but only when they’re relevant to our mission and important to our audiences. Use the space to establish Purdue Global as a thought leader.

Use hashtags appropriately.

Maintain focus on what matters, and don’t dilute our message by jumping on every topic you see. Instead, focus on our own branded hashtags and participating in trends that matter to our audiences.

Keep it even shorter.

Don’t push X’s character limits. Posts between 70 and 100 characters tend to perform best.



Instagram

Write great captions.

This is a visual medium, and anything we write should be in service of the image or video it accompanies. Keep it short and sweet.

Stay engaged.

Support post engagement and feed the algorithm by engaging on the account 15 minutes before posting and 15 minutes after.

Front-load the good stuff.

Captions are cut off after the first three lines, so if you can’t limit your caption to that length, make sure that the important information (calls to action, etc.) are up front. Hashtags, @mentions and extra details can go at the end.



LinkedIn

Have deeper conversations.

Pose thoughtful questions that encourage comments and opinions to keep the conversation going.

Let the content breathe.

A LinkedIn post has a longer lifespan than other channels, so keep tabs on your posts to find the sweet spot for frequency.



Facebook

Avoid large blocks of text.

Facebook gives you more real estate for copy, but your users don’t come here for long-format stories. Keep it short and interesting.

Let them know what they’re looking at.

People want interesting content, but don’t just post a link without context. Add brief, attention-grabbing text that lets readers know what the content is about or poses a question that the content answers.

BEST PRACTICES

Here are some best practices for using our brand voice.

Start with a hook.

Give them a reason to care right away. Lead with a benefit.

Find an angle.

A story should be about one thing. Focus on why it matters, how we do things, who is benefiting or what the audience needs to know.

Find the hero.

People are at the heart of everything we do. Put them there. Lead with a story of a student, a faculty member or another Purdue Global person.

Avoid jargon and hyperbole.

Even if it’s what everybody says. Especially if it’s what everybody says.

Breathe life into every word.

Our voice is personal — we write like we talk. Read it out loud to test.

Be real. Clever is overrated.

The best writing doesn’t call much attention to itself. Speak directly and honestly to people.

Use inclusive pronouns.

“We” speak to “you” whenever possible. Our voice is conversational and personal.

Cut out excess.

Say only what you need to say. Get to the point without unnecessary words.

Say one thing well.

Don’t overwhelm your audience with information or tiresome lists.

Show the impact of our work.

Every story should reveal why we do the things we do.

Make an emotional connection.

Decide how you want your audience to feel and write accordingly.

Reveal our character.

You don’t always have to say “comeback.” But you should always show it. Demonstrate what Purdue Global is doing to inspire and deliver comeback stories for our students.

Be consistently inconsistent.

These aren’t rules and they shouldn’t be. Choose the language that best communicates our message, and the voice will follow.

Section 3

**THIS IS OUR
IDENTITY**

OVERVIEW

The visual depiction of our brand is perhaps the most important identifier of who we are and what we stand for. In addition to our logo, the colors, typefaces, graphic elements and photography we use in communications to our audiences will develop and maintain a consistent identity for Purdue Global. When appropriately implemented, any communication we create will be instantly recognized as ours and will carry the weight, the significance and the emotion that our brand conveys.

Symbol
What’s our logo story?

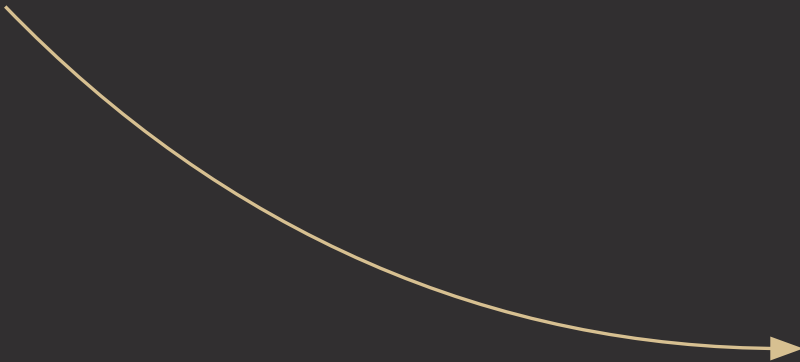
Usage
What’s the best way to use our logo?

Architecture
How do we lock up our logo signatures?



SYMBOL

More than just a globe, our symbol is a visual shorthand for Purdue Global. This mark is elegant and accessible. It feels confident, with a momentum toward transformation.



Usage

The globe symbol can be used as a stand-alone element when awareness of Purdue Global is established, such as on social media for account avatars, lower-third identifiers on video or as a super graphic behind content.



Identity assets must never be manipulated, altered or modified.



UNACCEPTABLE USAGE

To ensure the integrity of our symbol,
here are a few practices to avoid.



✗ **DO NOT** skew, stretch, bend or alter the proportion of the logo in any way.



✗ **DO NOT** rotate the logo.



✗ **DO NOT** crop the logo or place it where it cannot be seen in full.



✗ **DO NOT** use drop shadows or other visual effects.



✗ **DO NOT** change the colors of the logo beyond those provided.



✗ **DO NOT** use the globe as a letter substitution.

LOGO

Because our visual identity represents Purdue Global at the very highest level, it's vital to our brand. Our logo acts as a signature, an identifier and a stamp of quality. And it should always be the most consistent component in our communications.



PURDUE
GLOBAL™



**Identity assets must never be
manipulated, altered or modified.**

SIGNATURE

Our signature identifies us to the world. It consists of our symbol and our wordmark.

The vertical and horizontal signatures of our logo are both acceptable for broad usage, depending on the layout and the medium involved.

Vertical Logo (Preferred)

The vertical version of our logo is the primary signature for Purdue Global. The signature is stacked and centers our symbol and wordmark.

Horizontal Logo

The horizontal version of our logo is acceptable for wide usage. The signature and wordmark are left-aligned.



Identity assets must never be manipulated, altered or modified.



COLOR

Our logo is built to be flexible and adaptable for all printing and digital applications. These versions show the full range of approved color variations. The color of the background will determine which version of the logo to use.

Two Color

Whenever possible, the logo should appear in two colors, as shown here. Boilermaker Gold is used with black on lighter backgrounds and with white on darker backgrounds.



One Color

The solid black and solid white versions of the logo should be used sparingly; only when printing restrictions demand it.



CLEAR SPACE

To achieve maximum impact and legibility, clear space must be maintained around the logo. The logo may be placed over images, but no other graphic elements, text, rules or images should appear inside this clear space.

Logo Clearance

Use the capital “P” from the wordmark as a measuring tool for the proper clearance.



SIZING

Establishing size limits for our symbol and logos will ensure that we maximize the impact of our logo, maintaining readability and clarity.

Maximum Size

There is no maximum size limit, but use discretion when sizing the logo — it should always live comfortably and clearly as an identifying mark.

Minimum Size

To maintain full legibility, never reproduce the logo at widths smaller than what is shown here, for print or screen.



PURDUE
GLOBAL



1.25"
90px



0.8125"
58px



0.25"
18px

UNACCEPTABLE USAGE

To ensure the integrity of our logo, here are a few practices to avoid.



By removing the word “University” from the primary logo, the Purdue Global identity now performs at all scales. This is especially helpful in digital applications, where space can be limited.

“University” is still in our name, of course. It will appear in some instances of running text and on diplomas.



✗ **DO NOT** skew, stretch, bend or alter the proportion of the logo in any way.



✗ **DO NOT** rotate the logo.



✗ **DO NOT** crop the logo or place it where it cannot be seen in full.



✗ **DO NOT** use drop shadows or other visual effects.



✗ **DO NOT** change the colors of the logo beyond those provided.



✗ **DO NOT** add, rearrange or truncate the logo's elements.

ARCHITECTURE

Our brand architecture directs and standardizes how we apply the logo to departments across the Purdue Global enterprise. It assists in maintaining the integrity of the primary logo.

The typeface used in the lockup is Acumin Pro Condensed in Semibold.

Use this page to determine how the names of departments and other entities lock up with the primary logo.

▽
Acumin Pro
Condensed,
Semibold

Positioned Right

In the right-aligned modifier, the horizontal logo and the department name are separated by a vertical rule.



Positioned Below

The modifier can be positioned below both the horizontal and vertical logos.

With the horizontal logo, the department name is left-aligned with the wordmark, as shown.

With the vertical logo, the department name is center-aligned below the wordmark, as shown.



LAW SCHOOL

The Purdue Global Law School logo allows for the signature to be paired with “Law School.” This allows for Law School entities to use the Law School logo in a co-brand format.

The vertical and horizontal signatures of our logo are both acceptable for broad usage, depending on the layout and the medium involved.



Identity assets must never be manipulated, altered or modified.

Vertical Logo (Preferred)

The vertical version of our logo is the primary signature for Purdue Global Law School. The signature is stacked and centers our symbol, wordmark and “Law School.”

Horizontal Logo

The horizontal version of our logo is acceptable for wide usage. The signature, wordmark and “Law School” are left-aligned.



UNACCEPTABLE USAGE

To ensure the integrity of our logo, here are a few practices to avoid.



✗ **DO NOT** skew, stretch, bend or alter the logo.



✗ **DO NOT** rearrange or resize individual elements of the logo.



✗ **DO NOT** outline or alter the color of elements in the logo.



✗ **DO NOT** add additional iconography, phrases or graphic treatments.



✗ **DO NOT** remove or replace "Purdue Global Law School."



✗ **DO NOT** place logo on busy background resulting in low contrast.

LAW SCHOOL ARCHITECTURE

Our brand architecture directs and standardizes how we apply the logo to departments across the Purdue Global Law School enterprise. It assists in maintaining the integrity of the primary logo.

The typeface used in the lockup is Acumin Pro Condensed in Semibold.

Use this page to determine how the names of departments and other entities lock up with the primary logo.

▽

Acumin Pro
Condensed,
Semibold

Positioned Below

The modifier can be positioned below both the vertical and horizontal logos.

With the vertical logo, the department name is center-aligned below the wordmark, as shown.

With the horizontal logo, the department name is left-aligned with the wordmark, as shown.



Student Bar Association



Student Bar Association

TAGLINE

This iteration of the Purdue Global logo can be used when additional description is needed. It provides a succinct description of Purdue Global.

Vertical Logo with Tagline (Preferred)

In the vertical version, the tagline is centered underneath the logo.



**Purdue’s online university
for working adults.**

Horizontal Logo with Tagline

In the horizontal version, the tagline is aligned left with the logo.



Purdue’s online university for working adults.



**Acumin Pro,
Bold**

Section 4

THIS IS OUR VISUAL LANGUAGE

OVERVIEW

Our visual language sets the tone for how people see Purdue Global and how they recognize us moving forward. It consists of typography, photography, graphic elements and color. Moreover, it's the culmination of how all these pieces work together to convey and strengthen our overall brand message.

Typography

What fonts do we use for our brand?

Color

What does our brand feel like?

Photography

How do we choose images that reflect our brand?

Graphic Elements

What else makes up our brand?



TYPOGRAPHY

When it’s used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what we say. Our typography communicates clearly and cleanly, with enough flexibility for a wide range of situations.

Primary Typeface
Sofia Pro Condensed



A

Secondary Typeface
Acumin Pro



B

Limited-Use Typeface
P22 Mackinac Pro



C

PRIMARY TYPEFACE

Sofia Pro Condensed is a sans serif font that we use for headlines and for emphasizing other short pieces of text. The typeface has a warm and human feel, making it friendly and highly readable.



Used preferably in all caps.



Headlines
Emphasized Content

Sofia Pro Condensed

Ultra Light
Extra Light
Light
Regular
Medium
Semibold
Bold
Black

Italic
Italic
Italic
Italic
Italic
Italic
Italic
Italic

Aa	Bb	Cc	Dd	Ee
Aa	Bb	Cc	Dd	Ee
Aa	Bb	Cc	Dd	Ee
Aa	Bb	Cc	Dd	Ee
Aa	Bb	Cc	Dd	Ee
Aa	Bb	Cc	Dd	Ee
Aa	Bb	Cc	Dd	Ee
Aa	Bb	Cc	Dd	Ee

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

01234567989

SECONDARY TYPEFACE

Acumin Pro is a sans serif font that works well for large, expressive headlines, as well as subheads, callouts and even body copy. With a modern but friendly appeal, the typeface is the workhorse of our brand, thanks to its many weights and widths.

Acumin Pro



Headlines
Subheads
Body Copy
Captions

Extra Light	<i>Italic</i>	Aa	Bb	Cc	Dd	Ee
Light	<i>Italic</i>	Aa	Bb	Cc	Dd	Ee
Regular	<i>Italic</i>	Aa	Bb	Cc	Dd	Ee
Medium	<i>Italic</i>	Aa	Bb	Cc	Dd	Ee
Semibold	<i>Italic</i>	Aa	Bb	Cc	Dd	Ee
Bold	<i>Italic</i>	Aa	Bb	Cc	Dd	Ee
Black	<i>Italic</i>	Aa	Bb	Cc	Dd	Ee
Condensed Semibold	<i>Italic</i>	Aa	Bb	Cc	Dd	Ee

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

01234567989

LIMITED-USE TYPEFACE

P22 Mackinac Pro is a softly rounded serif font that we use in limited settings. The typeface has an old-world style with modern finishing in four weights.

P22 Mackinac Pro

Book	<i>Italic</i>	Aa	Bb	Cc	Dd	Ee
Medium	<i>Italic</i>	Aa	Bb	Cc	Dd	Ee
Bold	<i>Italic</i>	Aa	Bb	Cc	Dd	Ee
Extra Bold	<i>Italic</i>	Aa	Bb	Cc	Dd	Ee

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

01234567989



Limited Use
Body Copy
Quotes

USING
TYPOGRAPHY

Sofia Pro Condensed



THIS IS MY
COMEBACK

- Headlines
- Emphasized Content

Acumin Pro



Earn a degree you
can be proud of.

- Headlines
- Subheads
- Body Copy
- Captions

P22 Mackinac Pro



Our faculty and staff
are here to make every
comeback possible.

- Limited Use
- Body Copy
- Quotes

ALTERNATE SYSTEM FONTS

Our brand typefaces may not always be available to everyone for use in Word documents, PowerPoint presentations, Google Slides and other digital applications. In these situations, use the alternate fonts listed here, which are freely available on all computers.



Available on:



Brand Font

Approved Substitution

Acumin Pro ▶ Franklin Gothic

Franklin Gothic can be used as the primary font across all platforms and Office suite applications for headlines, subheads, captions and body copy. It can be used in all caps and in sentence case for applications in which Acumin Pro has been outlined for use.

SOFIA PRO ▶ CENTURY GOTHIC

Century Gothic acts as an accent font for impact headlines or promotional callouts and can be used in all caps to mirror Sofia Pro (similar to how we often typeset “Comeback”). Like Sofia Pro, this font helps to break up dense content in our communications. That said, it does set wider than Sofia Pro, so be mindful of the horizontal space it occupies.

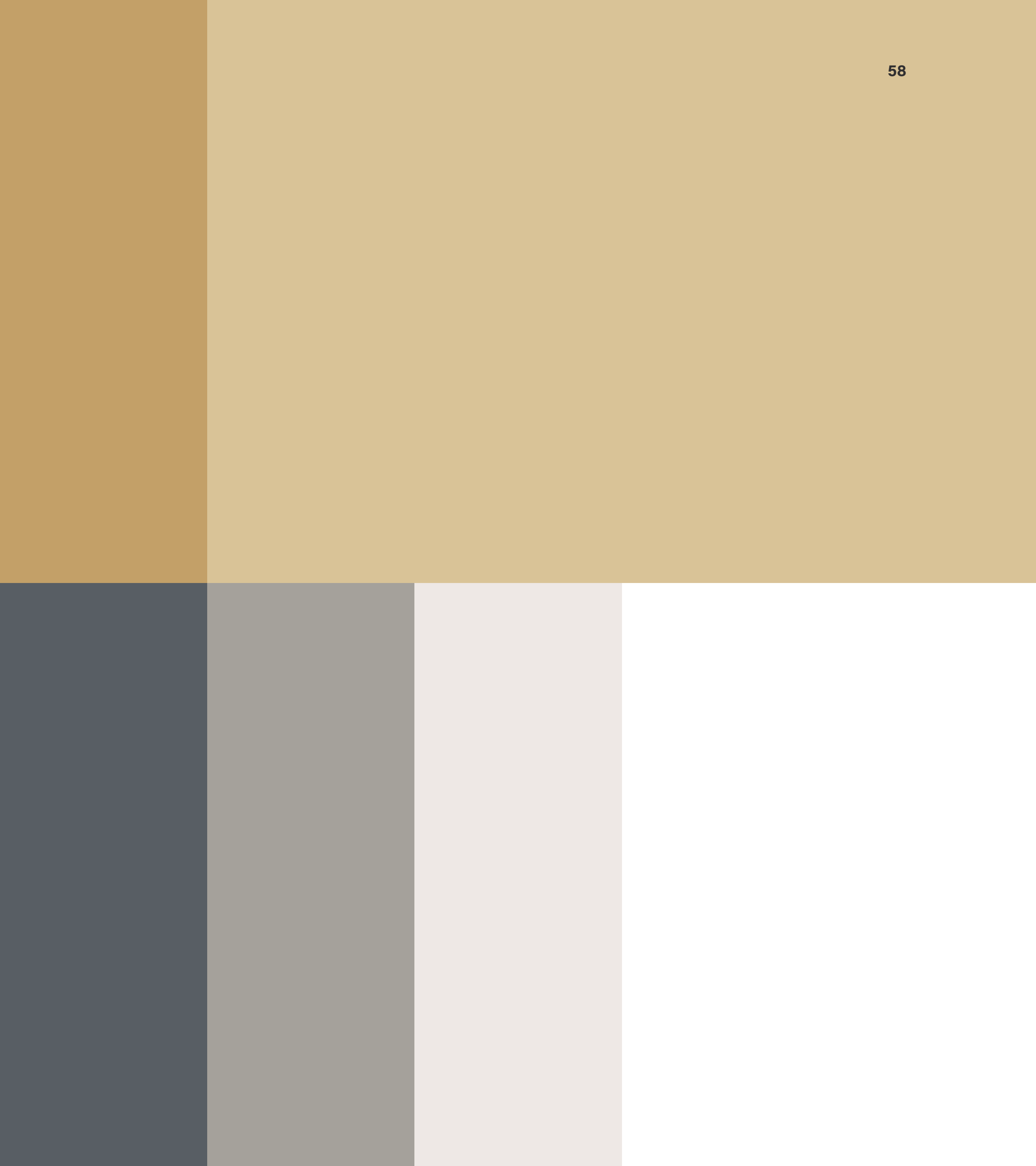
P22 Mackinac Pro ▶ Georgia

Available on all platforms and Office suite applications, Georgia is an elevated serif typeface that can be used in applications where P22 has been outlined.

COLORS

Our color palette, which draws from Purdue’s heritage, is purposeful and restrained. It relies primarily on warm black, Boilermaker Gold and white. Secondary neutral grays are used to support the visual brand.

When using color builds, always use the color values listed in this document. They have been adjusted for the best reproduction on screen and in print, and may not match Pantone® Color Bridge breakdowns. In general, the color code sources originated from official Pantone Color Bridge swatchbooks.



COLOR BUILDS

<div><div>95% Black</div><div>Warm Black</div><div><div>CMYK 0 / 0 / 0 / 95</div><div>RGB 51 / 49 / 51</div><div>HEX #333133</div></div></div>	<div><div>Pantone 7502 C</div><div>Boilermaker Gold C</div><div><div>CMYK 13 / 20 / 45 / 3</div><div>RGB 207 / 185 / 145</div><div>HEX #CFB991</div></div></div> <div><div>Pantone 7502 U</div><div>CMYK 13 / 22 / 50 / 5</div></div>	<div><div>Pantone 7562 C</div><div>Aged</div><div><div>CMYK 14 / 29 / 62 / 12</div><div>RGB 142 / 111 / 62</div><div>HEX #8E6F3E</div></div></div> <div><div>Pantone 7562 U</div><div>CMYK 14 / 28 / 57 / 10</div></div>	<div><div>Pantone 425 C</div><div>Steel</div><div><div>CMYK 63 / 51 / 45 / 33</div><div>RGB 85 / 89 / 96</div><div>HEX #555960</div></div></div> <div><div>Pantone 425 U</div><div>CMYK 46 / 35 / 32 / 28</div></div>	<div><div>Pantone 402 C</div><div>Railway Gray</div><div><div>CMYK 34 / 30 / 33 / 8</div><div>RGB 157 / 151 / 149</div><div>HEX #9D9795</div></div></div> <div><div>Pantone 402 U</div><div>CMYK 29 / 26 / 30 / 11</div></div>	<div><div>Pantone Warm Gray 1 C / 50%</div><div>Off White</div><div><div>CMYK 7 / 6 / 8 / 0</div><div>RGB 234 / 231 / 227</div><div>HEX #EAE7E3</div></div></div> <div><div>Pantone Warm Gray 1 U / 50%</div><div>CMYK 6 / 6 / 7 / 0</div></div>	<div><div></div><div>White</div><div><div>CMYK 0 / 0 / 0 / 0</div><div>RGB 255 / 255 / 255</div><div>HEX #FFFFFF</div></div></div>
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COLOR FOR ACCESSIBILITY

We want our communications to be experienced by all audiences, so we should take thoughtful consideration when choosing colors for our digital and print materials.

Here are some tips for selecting color combinations that are visually successful and comply with current ADA standards.

- Provide high contrast.**

Color contrast between text and background is important on webpages. It affects some people's ability to receive the information visually.
- Don't rely on color alone.**

Because some users override page colors, color should never be the only way information is conveyed. Make sure information is available even if colors are altered. This can mean adding another cue such as an underline to show a link or an icon to reinforce the meaning.
- Consider colorblind users.**

Try to avoid placing red and green together, especially in navigation, map graphics and other wayfinding elements.
- Working with color contrast.**

Pay special attention when using light grays and yellows. You can check your contrast levels for digital communications with the WAVE Contrast Checker tool:

webaim.org/resources/contrastchecker/

AA-Compliant Color Formulas for Screen Applications

By ensuring adequate contrast for text and visual media, we can help people with visual impairments navigate content more easily.

The Web Content Accessibility Guidelines provide a set of international standards developed by the World Wide Web Consortium, the governing body

of the web. AA-level compliance is an important standard of contrast for displaying text and images in both the foreground and the background. The goal of these accommodations is to help ensure that our online content is equally accessible and user-friendly.

Passes AA on light backgrounds
These colors are more useful on white backgrounds.

<div>Aged*</div> <div>RGB 142 / 111 / 62</div> <div>HEX #8E6F3E</div>	<div>Warm Black</div> <div>RGB 51 / 49 / 51</div> <div>HEX #333133</div>	<div>Steel</div> <div>RGB 85 / 89 / 96</div> <div>HEX #555960</div>	<p>Boilermaker Gold vs. Aged</p> <p>To pass AA compliance, text on a white background must be set in Aged to provide enough contrast. When on a dark background, Boilermaker Gold can be used. Thoughtful consideration should be given as these two golds are intermixed throughout a composition.</p>
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Passes AA on dark backgrounds
Most of these colors should be used on dark backgrounds.

<div>Boilermaker Gold</div> <div>RGB 207 / 185 / 145</div> <div>HEX #CFB991</div>	<div>Railway Gray</div> <div>RGB 157 / 151 / 149</div> <div>HEX #9D9795</div>	<div>Off White</div> <div>RGB 234 / 231 / 227</div> <div>HEX #EAE7E3</div>
---	---	--

DIGITAL COLOR MATRIX

The digital color matrix demonstrates the options available for applying text using our brand colors to achieve AA-level compliance. The matrix makes the process of combining foreground and background colors easier.

Naturally, the size of the text will influence the degree of its legibility and compliance.

- Ls

LARGE + SMALL
All text sizes can be used for this foreground color and background color combination.
- L

LARGE
Use this combination only for text that is 18 point or larger (14 point or larger if in a bold font).

		BACKGROUND COLOR						
TEXT COLOR		Warm Black	Boilermaker Gold	Aged	Steel	Railway	Warm White	White
	Warm Black	TEXT	Ls			L	Ls	Ls
	Boilermaker Gold	TEXT	Ls		Ls			
	Aged	TEXT						Ls
	Steel	TEXT	L					
	Railway	TEXT	L					
	Warm White	TEXT	Ls					
	White	TEXT	Ls	Ls	Ls			

DISTRESSED ACCENTS

To add an authentic feel to our compositions, a single texture band in Boilermaker Gold can be applied over our imagery, or behind typography to highlight a word or phrase.

Over Imagery

Used at a minimal diagonal — between 0 and 5 degrees — this subtle accent adds an organic element to our composition. It can also help create dynamic movement across a layout or anchor key content components.

Behind Typography

The distressed accent can be applied behind typography to highlight a single word or phrase for added visual impact. Texture creates a visual noise that can activate a layout, but we never want it to speak louder than other visual elements.



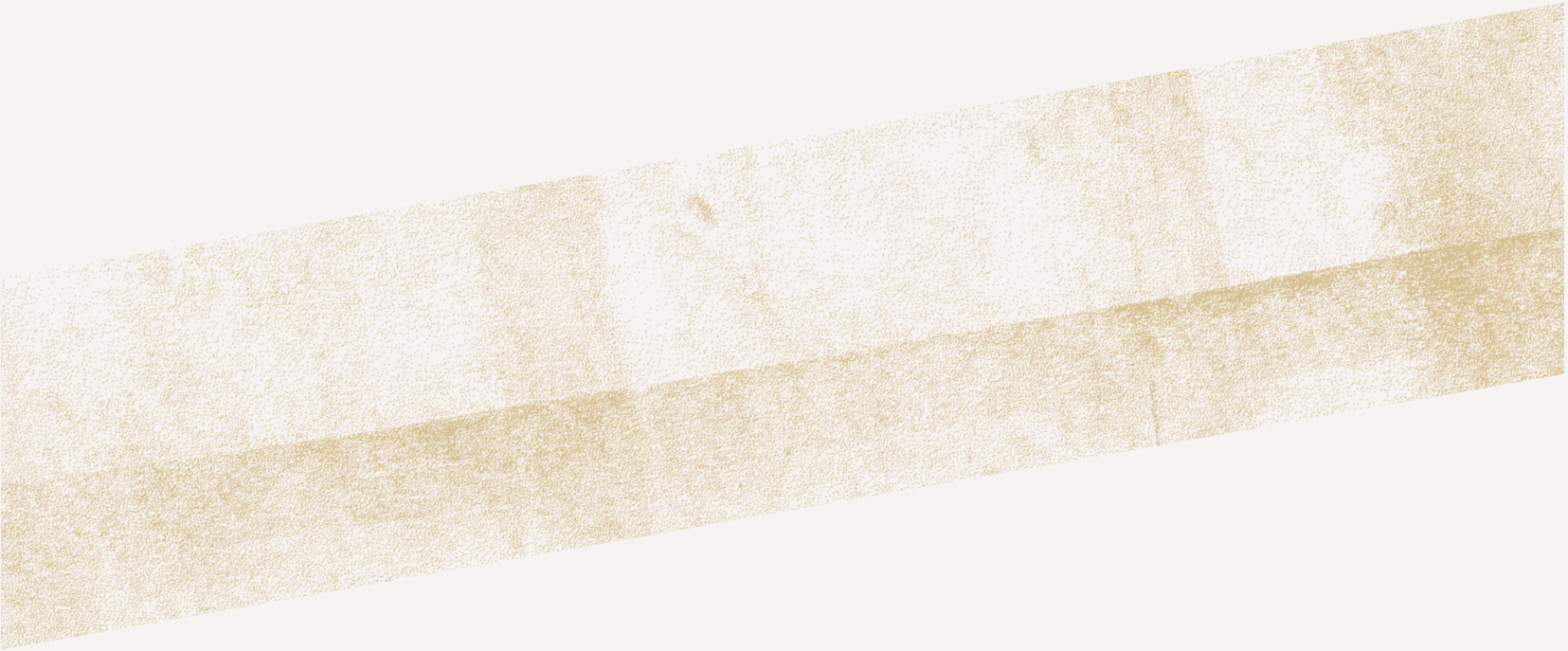
Use once per ad composition, should never be the lead graphic element, only an accent.



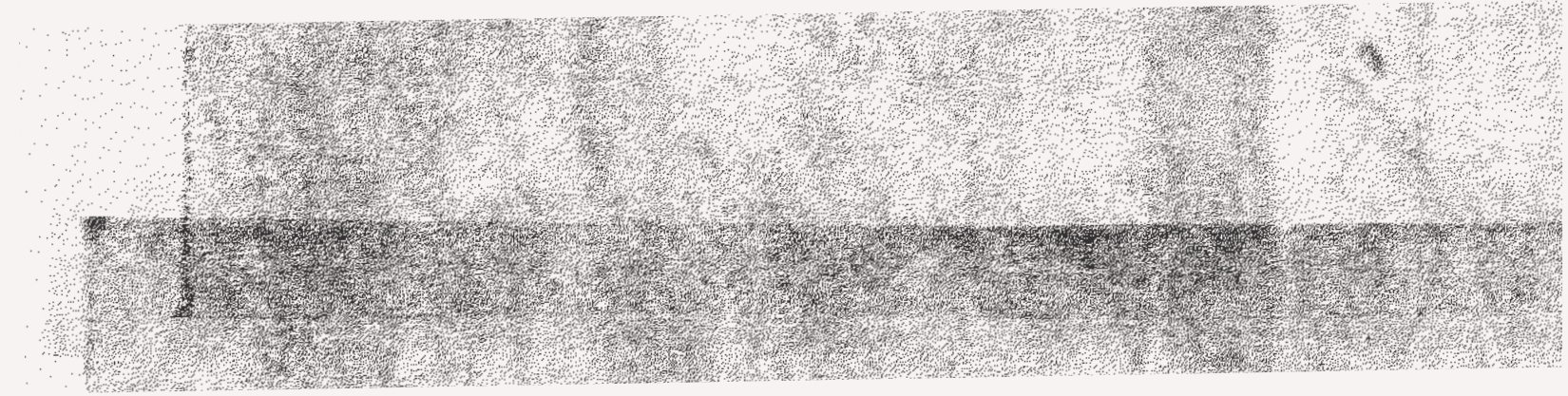
COME BACK
STRONGER,
WITH THE POWER
OF PURDUE
BEHIND YOU.

UNACCEPTABLE USAGE

The distressed diagonal design element is used to pull in some color and emphasize key words. The following usages are out of brand and should not be used.



✗ **DO NOT** exceed five-degree angles.
DO NOT place distressed diagonal across entire spread.



✗ **DO NOT** use colors other than Boilermaker Gold.

**COME BACK
AND MOVE
FORWARD**

✗ **DO NOT** use in front of typography.



✗ **DO NOT** allow diagonals to overlap or occur more than once in a single design space.

EMPHASIS ACCENTS

To help build hierarchy and flexibility with our content, we use boxes and underlines to emphasize important phrases or critical information.

Emphasis Box

We use emphasis boxes to build hierarchy, generally by housing short, pointed callouts. They work best with just a single line of content. They don't work well for long-form content, so give thoughtful consideration to their application within a composition.

Underlines

Underlines can appear with a single word or phrase, or as part of a stacked set of lines that work as a unit. Underlines should always reinforce the needs of the composition. They should act not as a dominant visual, but instead should reinforce hierarchy.

This is your comeback.

A degree that's trusted.

An education that's proven.

An experience that's real.

COMPOSITIONAL ACCENTS

These accents can subtly add connections and relationships to our visual language.

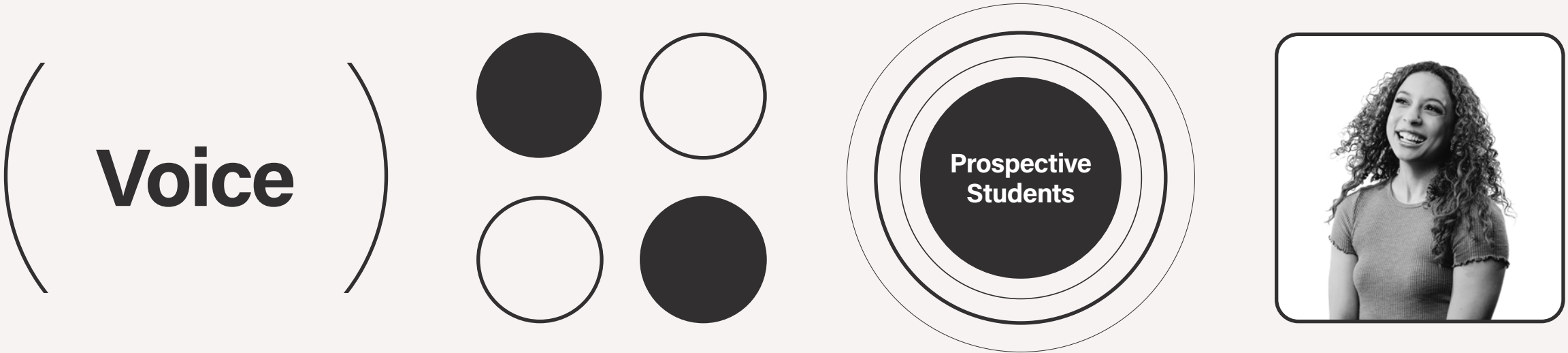
They should always reinforce the needs of the composition. They should never act as a dominant visual.

Circular Motifs

Inspired by our globe symbol, these circular elements also represent the full continuum of the educational impact we make on our audiences. They can be used to accent layouts in many ways, including for content enclosures, framing devices and animated patterns.

Directional Pins

Purdue Global moves you forward, and that path is as individual as each student. These directional accents can help anchor captions, aid in compositional movement or support content flow.



PHOTOGRAPHY

Photography plays an important role in our brand communications because it tells our story visually. Although our words are compelling, images go further to offer powerful proof of what we say.

We group images in two categories by asking ourselves: Is it a **cover story** or a **content story**?



COVER PHOTOGRAPHY

Just like the cover of a magazine, cover imagery (black-and-white photography) is the primary style we use for cover images across all media. It introduces our brand to our audiences and differentiates us in the marketplace. All pieces should lead with such a cover image to keep that shared DNA consistent.

These images emphasize the student and the personal, individual expression of their comeback. They feel real, but it's a produced focus. The goal is showcasing their humanity and essence.

Cover story photography should be used for all **paid media:** advertising, dynamic displays, out of home, pre-roll, commercials and similar tactics.

Overview

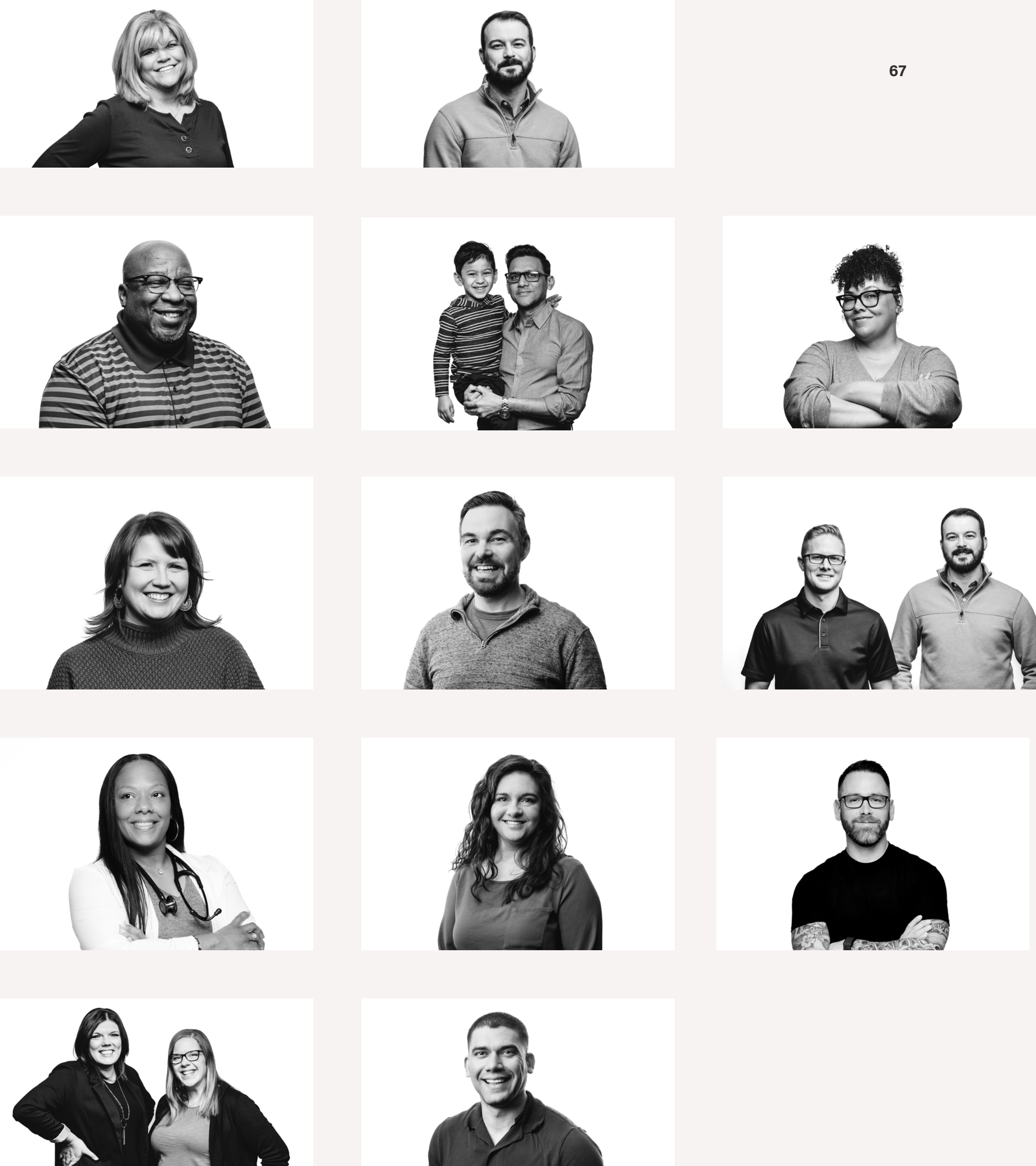
Confident and determined, but still approachable. Show the students in a heroic light, capturing a range of serious and candid moments.

Backdrop and Lighting

Use a white backdrop with some distance from the subject. Key lighting should be very soft with diffused shadows.

Subject and Camera

No extreme close-ups or extreme wide angles when framing the subject. Use a mixture of poses and candid moments, as well as varying directions for gazes: looking toward the camera or looking over the lens for heroic angles. Keep the camera setup close to the subject's eye level, to varying degrees.



CONTENT PHOTOGRAPHY

Our brand also uses color photography when our communications move into the content of a story. We use color images for depicting live events, for capturing individuals within their environments, for spotlight stories and for organic content submitted by users. These images should feel real, not manufactured or overproduced.

Content story photography should be used in tandem with cover photography for **owned media:** emails, website, social media and the like.

Overview

Authentic and emotional. Capturing students’ work ethic, everyday life and crowning achievements.

Photo Direction

No extreme close-ups or extreme wide angles when framing the subject. Use a mixture of posed setups, candid moments and behind-the-scenes shots to capture real-life moments. Be sure to vary the gaze of your subjects: looking at the camera, away from it and so forth.

Brand Guidelines

Scouting Direction

To show the diversity of our students and our reach as an online community, we want to capture the real environments of our students.

Residential

Home office, the dining room table or patio; coordinate with students to capture them in their authentic space and location.

Workspaces

Common areas, gathering spaces or their office can be options for those students furthering their career.

Graduation

Family interactions and celebrations; heroic moments of celebration and emotion around the event are key.

When considering photos for this category, avoid expected locations that are standard education visual clichés; every image should reflect or reinforce the work we’re doing. When taking these photos, look for unique perspectives, symmetry, depth of field, interesting environments and action.

Post Production

Our content photos should feel warm, inviting. We want to avoid feeling muted or flat, but images that have depth and emotion.



PHOTOGRAPHY BEST PRACTICES

Natural Lighting

Our images are authentic and grounded in reality; therefore, we use natural lighting (or lighting that mimics nature) to highlight subjects. Light sources are placed just slightly away from the camera, creating a natural sense of depth. Light sources should never come from the same angle as the camera, which flattens the image and removes the shadows.

For outdoor shoots, a slightly overcast day provides a lovely soft light that will be flattering for your subject. Direct sunlight isn't usually desirable because it tends to create strong, hard shadows on the subject's face. In such conditions, it's best to find some light shade for your subject.

Fill lighting is appropriate. You can even use reflected sunlight, bounced back onto the subject's face using a reflector or even a simple white board.

Lighting for Various Skin Tones

1. Position the light source carefully.

For a photo including people with different skin tones, place your primary light source away from lighter-skinned subjects and closer to darker-skinned subjects. This might mean that you have to burn a little in post to make sure the subjects with lighter skin aren't too bright. If you're shooting outdoors, bring in a reflector or have your darker-skinned subjects interact closer to the light source.

2. Draw on reflected light.

When shooting with natural light or flash, all skin types look better when the light is softer. Bouncing light or using diffusers helps reveal the complexity of everyone's facial features. Use a diffuser to soften harsh sunlight, or shoot in the shade and find natural reflectors like light-colored walls or concrete on the ground. If using off-camera flash, use larger modifiers.

3. Use a hair light.

For subjects with any skin tone, dark hair tends to absorb a lot of light. Adding a hair light can bring out detail and texture in the hair, which can get lost if you're only working with a single light.

Eye Direction

Eye contact and eye direction are components that can either contribute to captivating portraits or distract from the desired effect. We recommend exploring a variety of options that feel authentic to the person or the situation. Extreme side-eye or other forced angles should be avoided. It is acceptable if their eyes are closed as part of an authentic reaction, such as laughter, or looking away at other folks, or looking above the camera to achieve a heroic portrait.

PHOTOGRAPHY BEST PRACTICES

Exposing for the Subject’s Face

Exposure refers to the brightness or darkness of your image. In portrait photography, the most important part of the scene is the subject’s face. So we always make sure that the face is correctly exposed: not too dark (underexposed) and not too bright (overexposed).

For portrait photography, it’s better to have a background that’s too dark or too bright than to have a face which is under- or overlit. Alternatively, set your camera’s metering mode to spot metering or center-weighted metering. This tells the camera to ignore overly light or dark regions around the edge of the scene that can cause it to under- or overexpose the shot.

Preparing Talent

For some people, having a picture taken can be a stressful or unnatural experience, so it’s important to make the experience as simple, fun and stress-free as possible. Break the ice by making small talk. Make sure to explain the setup and the type of shot you’ll be capturing. Be open to suggestions from your subject, but never compromise our photographic style.

Often, the best moments to capture actually happen during these setup conversations, so be prepared to take a few test shots before expecting your subject’s full attention.

Interacting with the Environment

For some folks, posing can be awkward or uncomfortable, so don’t just let your subject stand around. Have them play around in an authentic way within the space they’re occupying. Ask them to lean naturally on a wall or sit on a step like they normally would. Never force a pose or posture that isn’t natural to them.

Acting out a moment

One best practice for helping subjects interact with the environment is to have them act out their normal movements in that space. Ask them about a project or past experience, and have them walk through what happened. This produces more authentic poses and natural interactions instead of overdirecting the subject.

Post Production

Minor, authentic looking skin smoothing and teeth whitening.

Use a consistent preset across cover photography images in order to create consistent highlight and shadow tones and consistent levels of contrast. The preset used for content photography is fairly high contrast, warm and true to color.

Background should be adjusted if necessary to be pure white.

USER-GENERATED CONTENT PHOTOGRAPHY

We often feature our subjects’ personal photos in their stories because they help establish the authenticity that is so important to the Purdue Global brand. Here, you can find guidance on selecting the highest-quality user-generated content photography.

Overview

When considering photos, look for clear, unblurred subjects; good color contrast; plenty of space around the subject to allow for cropping; and high resolution in its original, uncropped format. Both portrait and landscape-oriented photos are acceptable.

Post Production

Small edits can be done in post production like removing wrinkles from clothing, color correction or removing distracting background elements. Do not overedit, as this takes away from the authenticity of the photograph.

Brand Guidelines

Content Ideas

Family

Both posed and candid photos are appropriate. Family trips, important moments, spending time together are good examples of the types of photos that work well.

Military service

Military photos are generally popular among audiences and perform well. Posed or candid moments with their unit, visually interesting locations, and “coming home” photos are all excellent choices.

Commencement

Commencement generally brings out some beautifully emotional moments. Good ideas for content include enjoying family time on campus, attending a Black and Gold Reception or celebrating at a post-commencement block party.

Purdue-themed moments

Show that Purdue pride! Attending a Purdue game, posing with the Boilermaker Special, and wearing Purdue swag with family and friends all work well.

Work or environment

Audiences love to see what the day-to-day looks like for featured subjects. Excellent additions to stories and social posts show the subject in their element — working in the home office, teaching, posing outside a courthouse or a well-known company, clinical settings, etc.



VIDEO GUIDANCE

Keep in mind clear space when shooting footage and placing graphics for editing. Grids and guides for action safe and title safe zones can be activated in standard editing programs (Adobe Premiere, After Effects, etc).

- Action Safe**
This boundary is 5% in from each edge of the frame. All essential action and speakers should be inside this outer boundary.
- Title Safe**
This boundary is 10% in from each edge of the frame. All essential text, logos, graphics and titles should be inside this inner boundary.

Action Safe

Title Safe



1920 pixels wide x 1080 pixels high

VIDEO GUIDANCE

Logo and Accessibility



Primary Logo Bug

For YouTube and other 16x9 platforms, our logo should be present in the upper left-hand corner within the safe zone area. 9x16 platforms already have the Purdue Global logo in the overlays, so in those formats, the bug should not be added.



Closed Caption

All video content should provide embedded captions in the lower third of the frame. Not only is this a best practice for accessibility, but often, many users do not have sound on in our media placements, so this allows our student's messages to resonate even if there is no audio.

ID Guidance

Student names, their focuses and their graduation date should be incorporated as much as possible to reinforce that the talent being portrayed are actual students. Depending on space and placement needs, we have two versions of captions that can be used within our media presentations.

Graduating in the Future

Content: Student first name, degree or focus

Typeset: Acumin Pro, with a slash dividing name and degree or focus

Uses: Limited space, large-scale promotional moments



Already Graduated

Content: Student first name, degree or focus, class date

Typeset: Acumin Pro, with a slash dividing name and degree

Uses: Social or long-form presentation, wide space, when the medium requires more story information



VIDEO GUIDANCE

Lower Thirds

The term "lower thirds," or L3s, refers to a combination of text and graphic elements that appear on the bottom (lower third) of the screen as a way to provide an audience with information.

When used properly, a lower third should supplement the main visuals, giving the viewer added context. Whether it’s a name, place or some other tidbit of information, the lower third is a powerful filmmaking tool.



“University” is still a part of our name in an official capacity, but we prefer the more familiar usage of “Purdue Global” whenever possible. In the context of a private video shoot, either in studio or on location, if the subject says “Purdue University Global” or the standalone “Purdue,” it is appropriate to ask for another take where “Purdue Global” is used instead.



Make sure your lower third doesn’t cover up any important information on the screen, such as a person’s face. Remember to keep things simple; don’t try to do too much with one lower third.

Color

Your lower-third information needs to be clear and readable. Utilize color combinations found in the digital color palette for high-contrast pairings that will work well on screen.

Typography and Sizing

Typography for your lower thirds should be helpful and unobtrusive. The more text you end up adding on your lower third, the higher the chance that your viewers will ignore it.

Legibility is key when considering your fonts. Use an easily readable brand font, such as Sofia or Acumin Pro. No alternate fonts are permitted.

Position and Structure

Place your information in a consistent spot if possible, but use open space over your images where it works.

The structure of your lower third all depends on its primary storytelling purpose within your content. There are three tiers to note:

One-tier L3s: Usually used to identify a story that is being shown or to show a presenter’s name.

Two-tier L3s: Used most often to identify a person on screen. Often, the person’s name will appear on the first line, with their place of residence or a description below it. Two-tier lower thirds may also be used as “locators” to identify where a story is taking place.

Three-tier L3s: Adds a further level of information.

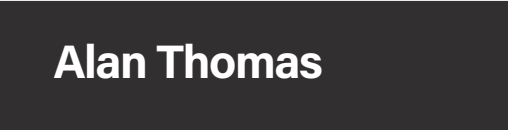
Use of Names

Use title case for all names and titles, and sentence case for secondary information.

Per AP style and the Purdue OWL, always use a person’s first and last name the first time they are mentioned in a story. Only use last names on second reference. In stories involving juveniles, generally refer to them on second reference by surname if they are 16 or older and by first name if they are 15 or younger.



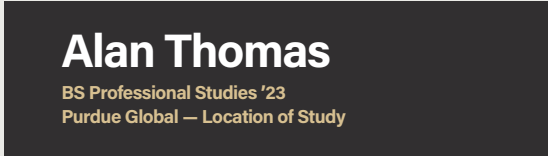
One-tier L3



Two-tier L3



Three-tier L3



LOWER-THIRD DESIGN

Lower-Third Examples



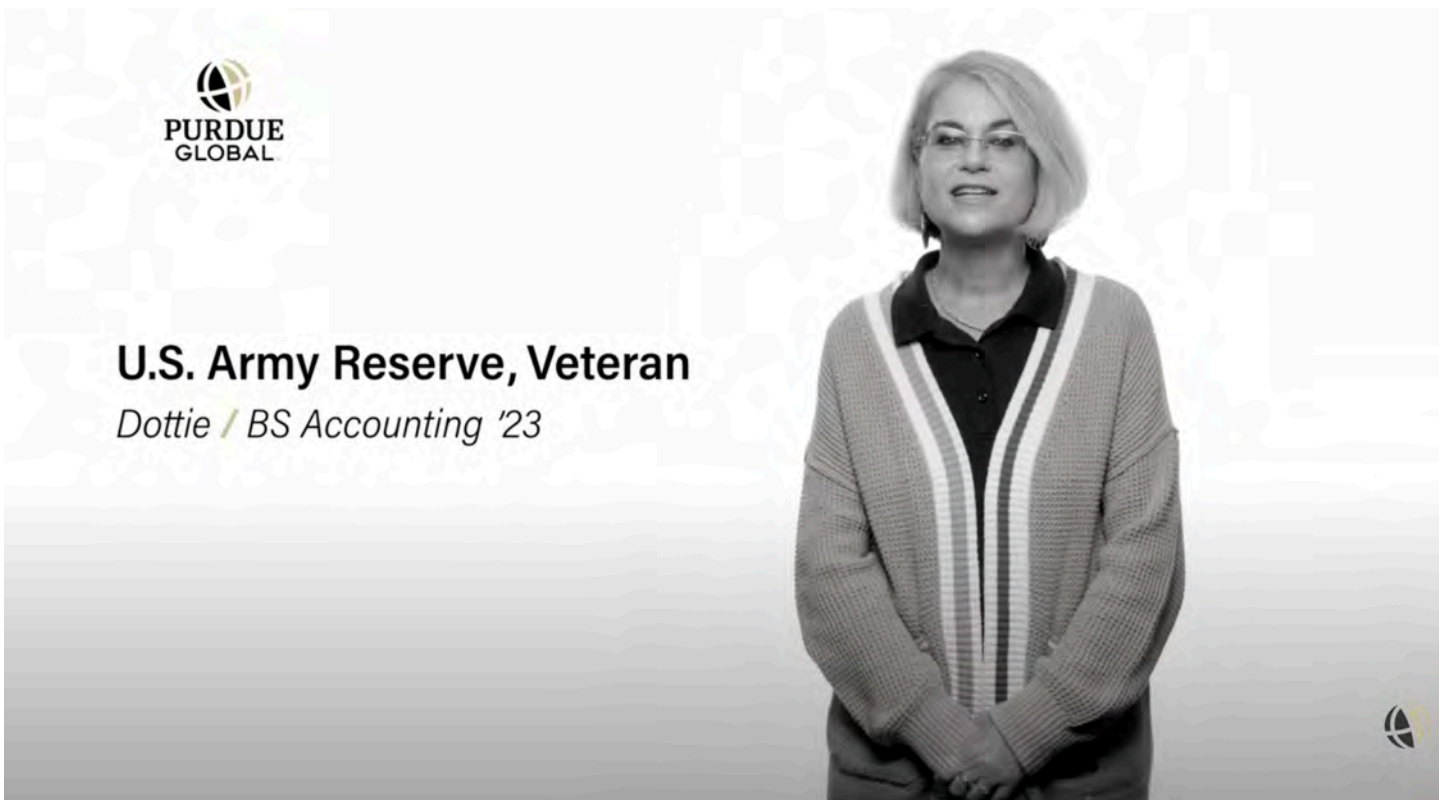
Comeback Campaign

First name, backslash, degree level, program, abbreviated year, "Purdue Global" inside graphic oval



Storytelling

Line 1: First and last name
Line 2: Degree level, program name, abbreviated year



Military

Line 1: Military branch (bold typeface)
Line 2: First name, backslash, degree level, program name and year

OUTRO GUIDANCE

We have multiple animated outros available that include various CTAs. There is also an outro available with a musical cue within the animation. Please reach out to the video team with more questions on how to determine which outro is right for the project.

Outro, Part 1:

This first part of the outro includes Purdue Global's descriptor to inform the viewer who we are.

Outro, Part 2:

The second part of the outro includes the call to action. In this example, we are encouraging the user to visit the website to learn more or apply.



Purdue’s online university for working adults.



Start your comeback today at
purdueglobal.edu

IMAGE FRAMING

Framing images is an important visual technique for when we lead with photography. Thoughtfully framed images can change the visual impact of our message.

Full Frame

Using the full field of an image creates a welcoming and airy aesthetic.



Inset Frame

Placing the image within a field of color creates focus and contrast for high impact.



STYLING

Our images are grounded in reality, so ask your talent to wear clothes that are authentic to who they are. Subjects should never be overly styled or accessorized.

Wardrobe selections should not have logos — not even Purdue Global logos. Prior to capturing images, check your subject for anything that might be distracting: lint or pet hair on clothes, uneven buttons or zippers, out-of-place collars or lapels, clothes that are riding up or half tucked in, a shiny forehead, and flyaway hairs. Always ask permission before approaching the subject, or have the subject adjust the issue on their own.



Unless specifically noted, we’re not looking for a formal or dressy appearance. Jeans and other casual pants are fine, with no extreme distressing or obvious holes. No shorts, please. Skirts and dresses may also be appropriate, but avoid overly short styles. T-shirts, polos and casual button-downs are all appropriate. Light jackets, hoodies or sweaters may be used as accents. Simple jewelry is fine.

- Cosmetology:**
- Hair should be styled and makeup should look natural.
- Wardrobe:**
- Embrace heathered or denim textures.
 - Avoid pinstripes or small repetitive prints (to soften moiré pattern).
 - Black or gray solid tones, no white.
 - If layering, the more contrast between pieces, the better.
 - No large images or logos.
- Military Wardrobe:**
- Military attire must be nondescript and cannot show any insignias identifying a specific branch of the military. In order to be compliant, it’s best to have students and alumni wear military fatigues.
 - Students can provide their own photos from their time in the military, but we are not permitted to photograph them in uniform.



Section 5

THIS IS OUR BRAND

OVERVIEW

We've described the elements of our brand, but it's the combination of these elements that makes that brand real. This is how we go from a set of guidelines to a living, breathing Purdue Global brand.





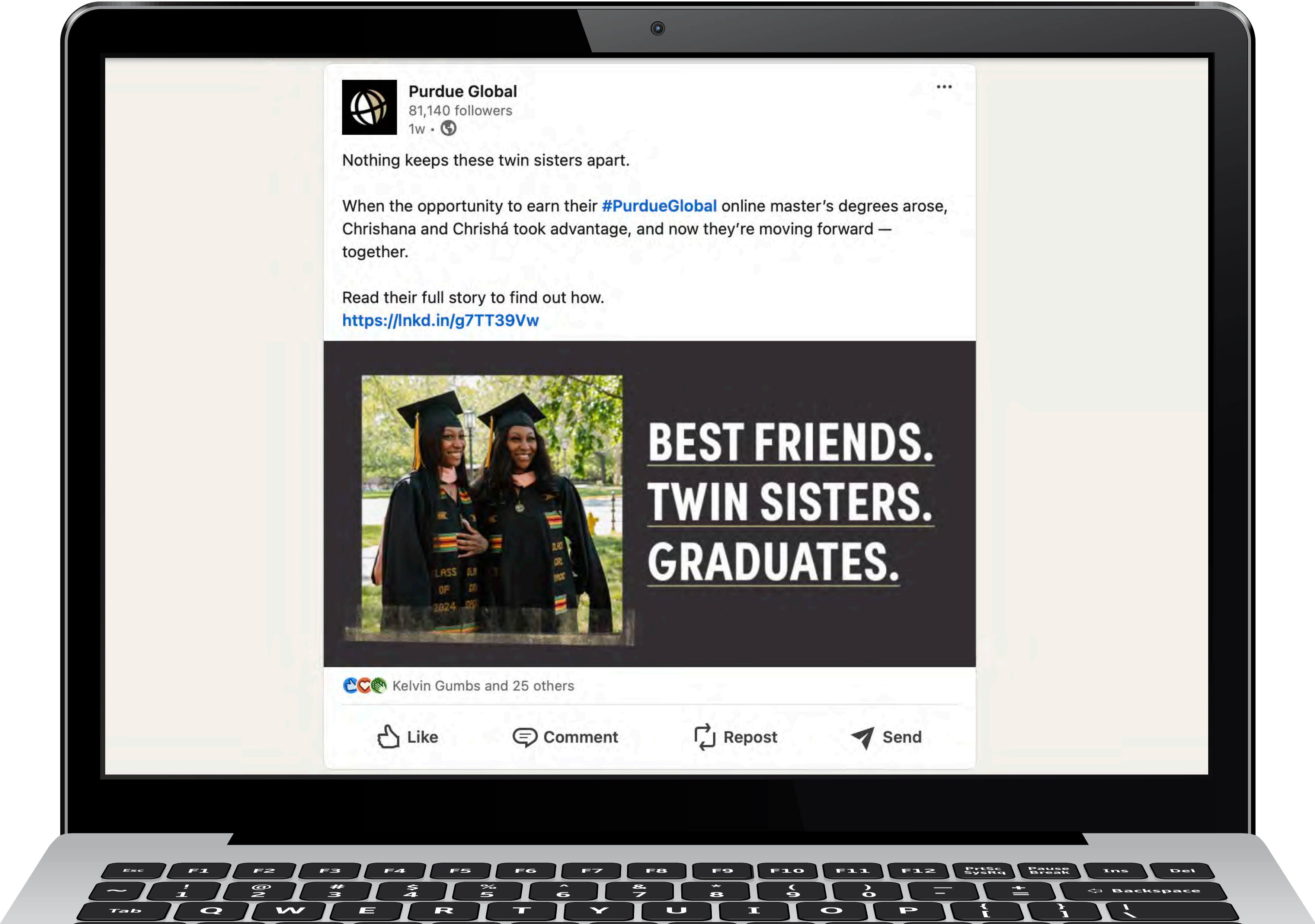
THIS IS MY COMEBACK

Learn more at purdueglobal.edu



**PURDUE
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Brand

Brand Guidelines

THIS IS YOUR TIME

to come back and move forward



Purdue's online university for working adults.

Learn more at purdueglobal.edu



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**"A FULFILLING JOB IS
MY PRIORITY.
THIS IS MY COMEBACK."**

Stephanie / MS Instructional Design and Technology **Purdue Global '23**



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Additional brand resource guidance can be found at marcom.purdue.edu

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