



PURDUE POLYTECHNIC  
HIGH SCHOOLS

# *DESIGNED TO TELL OUR BRAND STORY*

Brand Guidelines

November 2024

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## *WHAT IS A BRAND?*

Our brand is an enduring platform that articulates the Purdue Polytechnic High School 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 elements 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

# *STRATEGY*

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Sub-Brand Connection ▪ Audiences ▪ Positioning ▪ Messaging ▪ Personality

# THE SUB-BRAND CONNECTION

To define the Purdue Polytechnic High School story, we must first draw direct ties to the Purdue University brand, and then identify the key ways that PPHS is different.

**Our strategy will reinforce our affiliation with Purdue University through:**

**Brand Name**  
What we are called

**Overall Visual Language**  
How we communicate

**Personality**  
How our voice ties to Purdue University



**We will differentiate the PPHS brand from Purdue University by uniquely defining our:**

**Essence and Positioning**  
Who we are and what we stand for

**Core Value Proposition**  
Our unique value

**Message**  
What we offer and why it matters

## ABOUT PPHS

This boilerplate language works as a succinct overview of PPHS: what we do, why we do it and who it's for.

**Why We Exist** describes the purpose behind our founding and the need we fill in society. **How We Do It** describes what makes us different from a traditional high school. Together, it's language that will give our audiences the basics of our story.

When time and space are limited, just use the first paragraph (Why We Exist), and when time allows (and the situation merits), both paragraphs.

### Why We Exist

Founded by Purdue University and the City of Indianapolis in partnership with community, industry and academic leaders, Purdue Polytechnic High School is for motivated learners in traditionally underserved communities. Created as a pathway to Purdue University and focused on academic excellence, PPHS is designed to prepare students to succeed in college and beyond, and equips them to excel in technical, STEM-related post-secondary programs and high-tech careers.

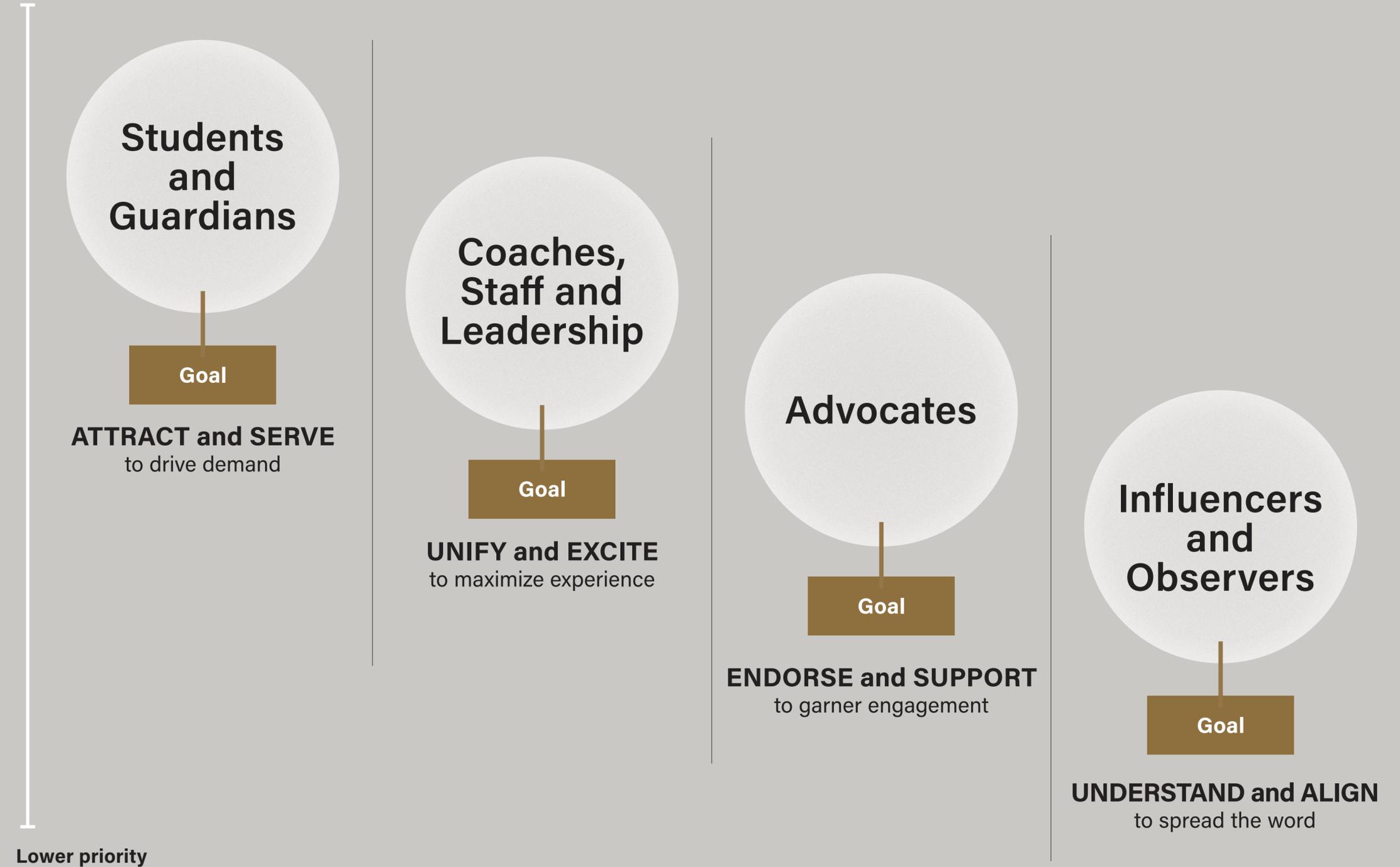
### How We Do It

Students are equipped for future success from the dedication to critical thinking and problem-solving at PPHS. Industry partnerships and a flexible, personalized learning environment help prepare them for what's next. Learners feel connections to academic excellence through innovative, high-quality resources and opportunities that inspire them to participate and explore their passions.

# AUDIENCES

We need to understand and prioritize who we're speaking to and establish goals for each audience, so we can best engage them with the brand.

Higher priority



Lower priority

# AUDIENCES

## STUDENTS AND GUARDIANS

### Goal

*Attract* underserved students who want to earn their way to Purdue University, help them understand why PPHS and the university could be the right fits for their education. *Serve* them during their time with both institutions so they feel supported in their educational goals and pursuits.

### Who they are

#### Prospective students, current students and their guardians

- They're most likely from a traditionally underserved educational or demographic community — (low SES, students of color, students in special education, etc.)
- They're highly interested in a STEM-driven education
- They often hold the misperception that PPHS is exclusive and has testing requirements
- They have likely heard about PPHS by word of mouth from someone in their community

### Messages that resonate

- Stories of current PPHS families and their reasons for choosing the school
- Displays of diversity of thought and respect for every viewpoint
- Glimpses of day-to-day experiences at PPHS.
- Celebrations of students and their achievements
- Highlights of how PPHS sets students up for success
- Ways to get involved and engage in the PPHS community
- Examples of how Purdue University is connected to PPHS and supports the network high schools
- Conversations about taking the path to Purdue University
- Discussions of misperceptions about barriers to entry — no fees or admission
- Campuswide highlights and updates

# AUDIENCES

## COACHES, STAFF AND LEADERSHIP

### Goal

*Unify* coaches and staff around the primary PPHS mission of preparing students for success at Purdue University and life after high school. *Excite* them with how PPHS supports and sets up both them and their students for ongoing success, maximizing the student experience.

### Who they are

#### Current

Current coaches, staff and leadership at all PPHS locations

#### Prospective

Teachers and staff who are looking for a change from their current job in a traditional educational or industry-related setting

### Messages that resonate

- Celebrations of the school's students, faculty and staff in their achievements
- Displays of Purdue University's connection to PPHS and its support of the network to its core
- The value of the Purdue University connection
- Examples of PPHS helping staff find their passion
- Ways to get involved and engage in the PPHS community
- Network highlights and updates
- Highlights about PPHS's unique and differentiated educational model
- Support and resources in teaching and learning
- PPHS as a significant place to work, teach and make an impact
- Their role in changing the educational system

# AUDIENCES

# ADVOCATES

## Goal

**Endorse the PPHS mission and Support PPHS and the value that it brings to the larger Purdue University community**

## Who they are

### Purdue University

Purdue faculty, staff and leadership who are interested and engaged in the impact of the university and PPHS

### Philanthropic community

Alumni, donors, national partners and education thought-leaders who are interested in advancing current and future students through PPHS

## Messages that resonate

- The impact PPHS has on specific communities and the greater university community
- PPHS student achievements and accomplishments
- Opportunities for collaboration and partnership
- Highlights and updates from the PPHS network
- That PPHS is just the beginning of a greater impact
- The transformative impact that their investment can have
- Graduate outcomes
- Ways to deepen their support and engagement

# AUDIENCES

# INFLUENCERS AND OBSERVERS

## Goal

Help them *Understand* PPHS and the benefits for students and the community, and *Align* them to the overarching PPHS mission and goals

## Who they are

### Community members

Members of local communities that PPHS currently serves or plans to serve in the future

### Philanthropic community

Industry partners, legislators and policymakers, locally and nationally

### Curious educators

Educators in Indiana and beyond who are interested in PPHS and would like to understand results and best practices

## Messages that resonate

- Outcome highlights
- Student and staff profiles
- Location-specific school updates and announcements
- Opportunities to engage with PPHS in person
- Showcasing the results of a successful charter school model through student stories and graduate outcomes
- The impact of PPHS throughout the city and state
- Ways to partner with PPHS
- Student accomplishments
- Graduate outcomes
- Day-in-the-life experiences
- The value of the PPHS educational approach: unstructured class times, passion projects and project-based learning

# POSITIONING

Positioning is how we want to be thought of in the minds of our most important audiences.

It's not how we express ourselves externally; it's about what we want people to remember when they walk away.

In a few words, PPHS is:

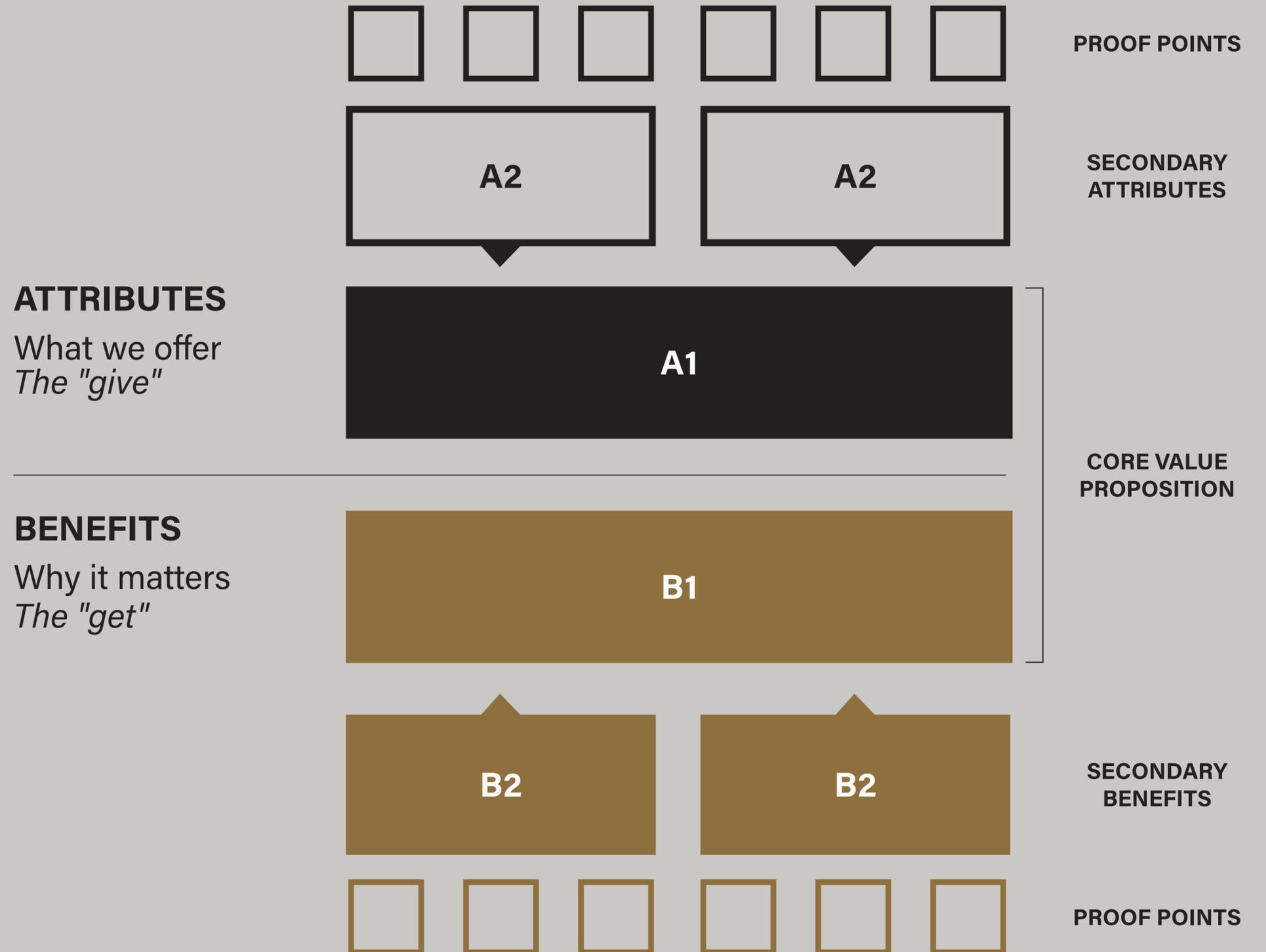
## Expanding access. Creating opportunity.

Purdue Polytechnic High School is Purdue University's free public charter high school. It was built by Purdue to give students — particularly those from educational and demographic backgrounds that are historically underserved — access to more opportunity. We offer an innovative learning environment grounded in STEM, so students can dream for bigger, better and brighter futures.

- PPHS expands access by meeting students where they are — in their communities and through how they learn
- PPHS opens doors of opportunity by engaging active learning for unconventional high school students and by serving as a pathway to Purdue University
- PPHS creates opportunity through its distinct educational model, which aligns with Purdue's brand essence of innovation
- The positioning connects to the Purdue University benefit of "building a better world together"
- It directly connects to Purdue University's public land grant mission

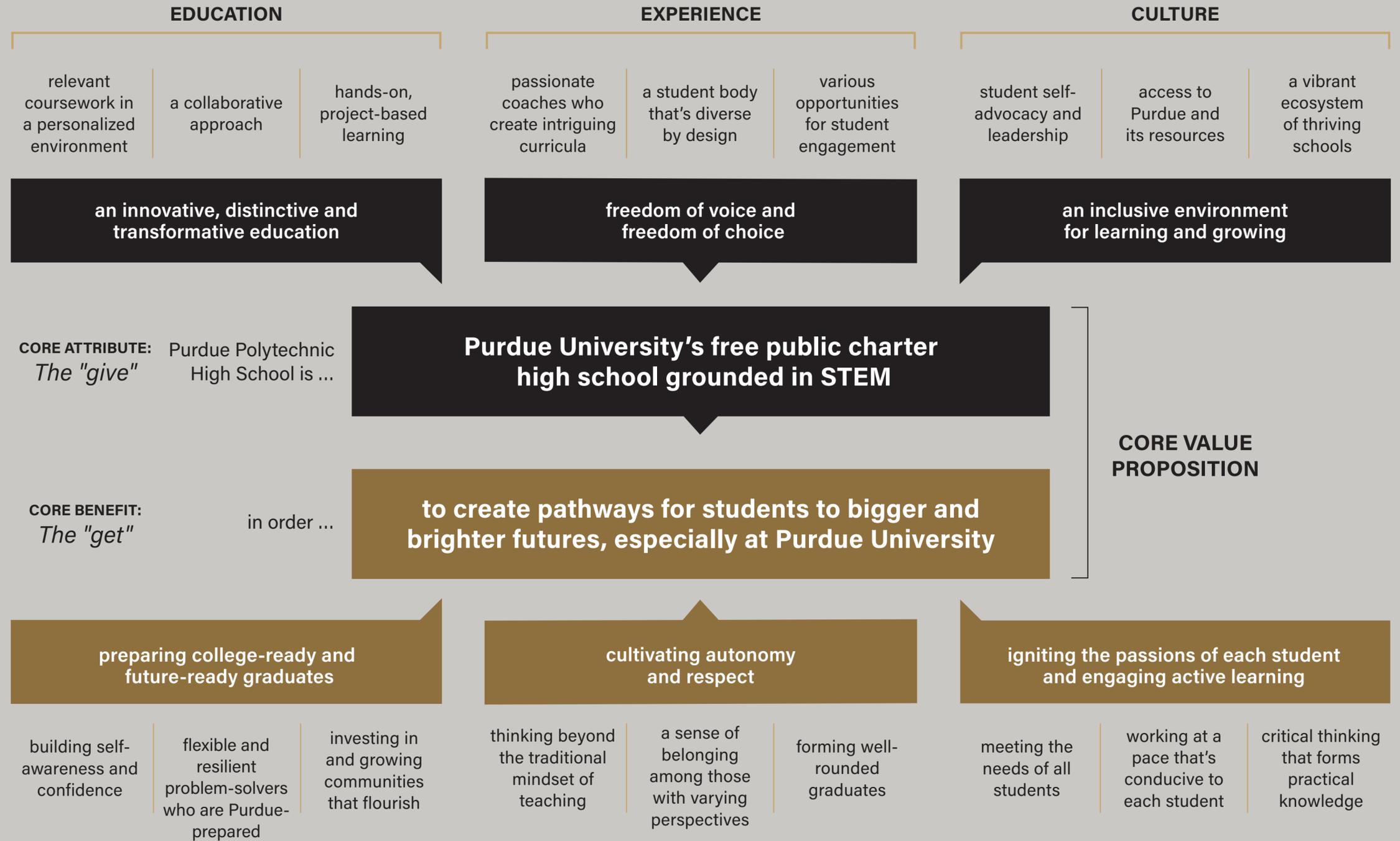
# MESSAGING FRAMEWORK

The message map creates a hierarchy to articulate what you say and why it matters, consistently and compellingly. It outlines the key ideas to communicate (but not the exact words to use in materials).



# MESSAGING MAP

The message map creates a hierarchy to articulate what we say and why it matters, consistently and compellingly. It outlines the key ideas to communicate (but not the exact words to use in materials).



# BRAND PERSONALITY

Personality humanizes our brand and shapes the overall tone of our communications. It helps bring materials to life with greater resonance and emotional strength.

For PPHS, it's important to retain some of the Purdue voice, while still capturing a distinct identity of our own.

ALIGNED WITH PURDUE

## Intentional

We are deliberate and dedicated in the ways we pursue academic excellence for our students and improve our community.

## Inclusive

As part of the Purdue family, we are humble and kind. We focus on instilling a sense of belonging, making sure that all are seen and heard.

## Innovative

We are unwavering in our purpose and certain of our call. We are sure-footed on our path, leading the way for others in all we do.

EXPANDED FOR PPHS

## Vibrant

We are bright and spirited. We emulate our students and their energy — where creativity and curiosity are always in motion.

## Welcoming

PPHS is a place of belonging. We are approachable, trustworthy and supportive. We celebrate our community and are proud to share it with others.

## Tenacious

We adapt quickly to change. We persevere at every turn and learn from the challenges we face. We test and adjust until we find the right solution.

Section 2

# *VOICE AND TONE*

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Brand Narrative ▪ Key Themes ▪ Shaping Our Voice ▪ Writing Tips

# BRAND NARRATIVE

These paragraphs are designed to tell our story at a high level, and to help set the tone for our brand language. As we think about translating our brand strategy to real communications, these words and phrases demonstrate how to craft our messages so that our audiences pay attention and receive them.

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

You'll come to Purdue Polytechnic High School because you were designed for something bigger. Something better. Something more.

And PPHS was designed for you.

Every program, every class and every one of us is here for a reason, toward a purpose and by design.

Here, you'll find a spirit of innovation that powers everything you'll do. Breaking down old ideas, smashing together new ones, keeping what works and tossing what doesn't.

You'll find a culture of inclusion that welcomes students from underserved communities and helps them create their own path to college. And you'll find a tradition of the untraditional that removes barriers to education and creates pathways to success.

If the road to what's next doesn't exist, you can create one here. If there's no space that's open to all, you can help build one. And if there's no model to follow, here, you'll lead the way.

Here, you'll join the change-makers, looking for an alternative to a typical education.

You'll be among the game-changers, finding advocates who'll see you, listen to you and invest in you.

You'll be with the risk-takers, discovering what inspires you and what you're capable of, in a community that supports you.

A community that's here for the same reason you are:  
For change.

Change your path.  
Change your mindset.  
Change your outcome.

**PURDUE POLYTECHNIC HIGH SCHOOL**  
Designed for change.

# USING LANGUAGE FROM OUR BRAND NARRATIVE

The language from our brand narrative is written to be used as a guide for all other communications. Its spirit, tone, and energy can help ensure that you're using the brand voice appropriately, and that we're all communicating in a similar style.

## Ensure that our personality comes through.

Every communication that comes from any of the PPHS institutions should capture the spirit of this narrative and convey the same inspiring, confident feeling of the language here. Although the primary goal of our communications is to convey information, by couching this information in a distinctive, human voice, our communications will feel more authentic to us, and will connect more effectively to our audiences.

## Maintain consistency.

Although our stories will be written by a number of communicators across all our locations, this narrative will help us maintain a consistent tone. Our communications should share one common voice, derived from the words of our narrative, with room to customize content, whether it's coming from our Englewood, North, or South Bend campus. Together, we will share one overarching story, with the DNA of our brand woven into every message we craft.

## Give context to our messaging.

We have a wide variety of stories to tell: Student success stories, stories of coaches and the support and guidance they provide, interesting programs and projects that are taking place at all our schools. Whenever creating one of these stories, try to find a way to include language from our narrative, to help it support a broader framework within PPHS. This language will help us align with our positioning and make our stories feel unique to us, capture our spirit, and give a sense of the purpose behind our work.

## Amplify our story, ensuring that it's heard.

Our story is a nuanced one, and not everyone fully comprehends who we are and what we do. Our brand narrative, and the language associated to it, are the best tools we have to make the PPHS story is understood and appreciated, in the communities where we operate, across Indiana, and throughout the region.

# KEY THEMES

## A Purposeful Education, By Design

Every element of a PPHS education is intentional, purposeful and designed to be effective. This purpose, quite simply, is why we're here.

When you're speaking about PPHS as a whole, use the phrases shown here to describe how PPHS was specifically designed to change the high school experience and disrupt the high school landscape. When speaking to students and their families, use language that conveys how everything at PPHS is designed with their success and well-being in mind.

Design thinking is at the core of our curriculum, and this specific language can be a useful nod to that mentality and to the kind of thinking that drives all we do.



### Primary Theme

Describes the purposeful nature of a PPHS education. Helps describe all we do to prospective students, their families, and the communities we serve.

*DESIGNED FOR...*  
and *DESIGNED TO...*

### Examples

Designed for you to discover your potential.

Designed to create better paths to college. Made to help students get there.

You were designed for something bigger. And we were designed for you.

*BY DESIGN.*

### Examples

Brighter futures, by design.

Better pathways, by design.

A stronger community, by design.

# KEY THEMES

## The Drive Within

PPHS was created to enable students to build their own pathway to college, a career and a life beyond. Use this language to spark their excitement and impel them to dream bigger and find the success they're looking for. Appeal to their passion and goals by showing the focus we have on each individual: This is what you're driven by; this is how we're driven to help you get there. What drives our students, drives us.



### Secondary Theme

Describes the drive our students have and the passion that fuels them. For communications that target current students and internal audiences.

# DRIVEN BY \_\_\_\_\_.

## Examples

Driven by discovery.

Driven by sustainability.

Driven by teamwork.

Driven by academic excellence.

Driven by possibility.

What drives you?

# KEY THEMES

## It's Time for a Change

The language of change pervades our brand vocabulary because of the fundamental change PPHS was created to put into action. We change lives. We change our students' paths. We're attempting to change the way a high school education is delivered.

With this theme, use active language that speaks directly to students and their families, encouraging them to make the big changes they want to see in the world, in our communities, and in themselves.



### Secondary Theme

Describes our students and our schools as agents of change. For communications that target current students, our communities, and peers and policy-makers.

# CHANGE YOUR \_\_\_\_\_.

## Examples

---

Change your path.

---

Change your mindset.

---

Change your outcome.

## KEY THEMES

### We Are Makers

There's a real it's-all-up-to-us, DIY mentality that forms the spirit of our community. Students have real agency in charting the course of their education and their path beyond high school. But they don't go it alone.

With this language, we can enable us to show the coaches and staff of PPHS as advocates who encourage students to take positive steps toward their goals. Here, we give students a safe space to experiment, build, try, fail and try again. Every idea is worth trying, and every voice matters.



#### Secondary Theme

Describes the spirit of collaboration and experimentation that exists at PPHS. For communications that target prospective students and families.

## *IF IT DOESN'T EXIST, BUILD IT.*

### Examples

---

If the path to what's next doesn't exist, you'll invent one here.

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If there's no space that's open to all, you'll help build one.

---

And if there's no model to follow, lead the way.

## KEY THEMES

### The Student Voice

We put our students first, and whenever it's possible, enable them to tell their own stories in their own words. Our brand language is designed to allow the student voice to shine through. Find ways to empower students to declare their intentionality in their own education and own their unique approach.



### Secondary Theme

Describes the empowerment students feel and enables them to speak in their own voices. For general audiences and when telling student stories.

## "I" STATEMENTS

### Examples

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I was designed for this.

---

I was built for this.

---

This is my path.

---

This is my story.

# 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.

## **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.)

## **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 PPHS voice, and connects closely to our messaging.

## **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).

## **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.

## **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 on character limits, or just to sound like a person, feel free to use abbreviations, drop periods, or type in all caps when appropriate.

## **Give a clear call to action.**

Always give your reader one thing you want them to know, and then make sure they know what to do with that information.

## **Use Hashtags To Participate in Bigger Conversations**

Categorize and organize our content by tagging it with appropriate hashtags. These hashtags can help our stories be found by those outside our sphere and to expand our network. Use tags such as #teacherappreciation or #Purduebound or #charterschoolsweek or #STEMeducation to connect with these larger conversations.

## **Use Owned Hashtags to Grow Our Awareness**

Across all our social media platforms and accounts, choose one hashtag (such as #PurduePolyHS) to connect all our messages, so that posts from the individual schools can be viewed all together through a simple search. Similarly, we can use the #designedforchange when telling campaign stories that illustrate the messages of our new brand.

## **Tagging PPHS Students, Parents/Guardians, Employees, Volunteers, Etc.**

User-generated content can be a great source of storytelling material. Always ask permission from the original poster before repurposing their content, and only reveal the information they've permitted you to post. Similarly, when posting photos or other content from our schools, get permission and ensure the subject of the photo understands exactly the context in which it will be used.

# 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 different 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.



## Twitter

### Join the conversation.

Participate in trending topics, but only when they're relevant to our mission and important to our audiences.

### 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 Twitter's character limits. Tweets 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 (like the call to action) is 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.

---

## Avoid jargon and hyperbole.

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

---

## Use inclusive pronouns.

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

---

## 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.

## 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.

---

## 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.

---

## Breathe life into every word.

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

---

## Cut out excess.

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

---

## Find the hero.

People are at the heart of everything we do. Put them there. Lead with a story of a student, coach or another PPHS person.

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## Be real. Clever is overrated.

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

---

## Say one thing well.

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

---

## Reveal our character.

You don't always have to use 'Designed for Change' in the stories you share. But you should always create content that supports the intentional, purposeful approach each of us brings to create change.

Section 3

# *IDENTITY*

---

Signatures ▪ Color ▪ Clear Space ▪ Sizing ▪ Usage ▪ Mascots

# LOGO

Because our visual identity represents Purdue Public High School 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.



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



**PURDUE POLYTECHNIC  
HIGH SCHOOLS**

# SIGNATURES

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 Polytechnic High School. The signature is stacked and centers the Motion P 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.**



**PURDUE POLYTECHNIC  
HIGH SCHOOLS**



**PURDUE POLYTECHNIC  
HIGH SCHOOLS**

# 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.

## Four Color

Whenever possible, the logo should appear in two colors, as shown here.

## One Color

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



**PURDUE POLYTECHNIC  
HIGH SCHOOLS**



**PURDUE POLYTECHNIC  
HIGH SCHOOLS**



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# COLOR

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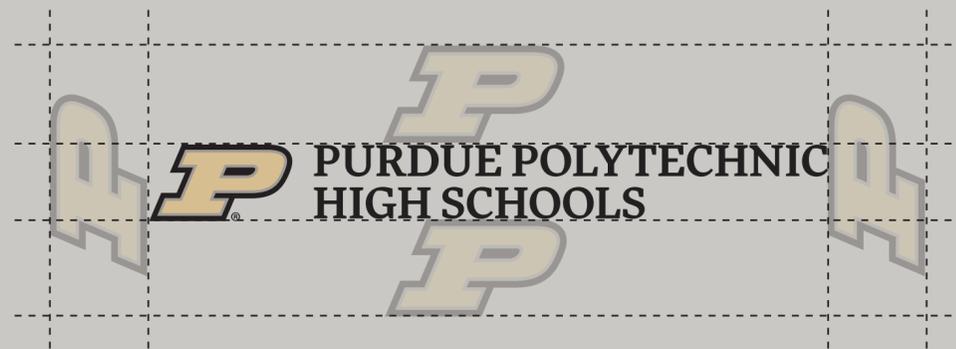
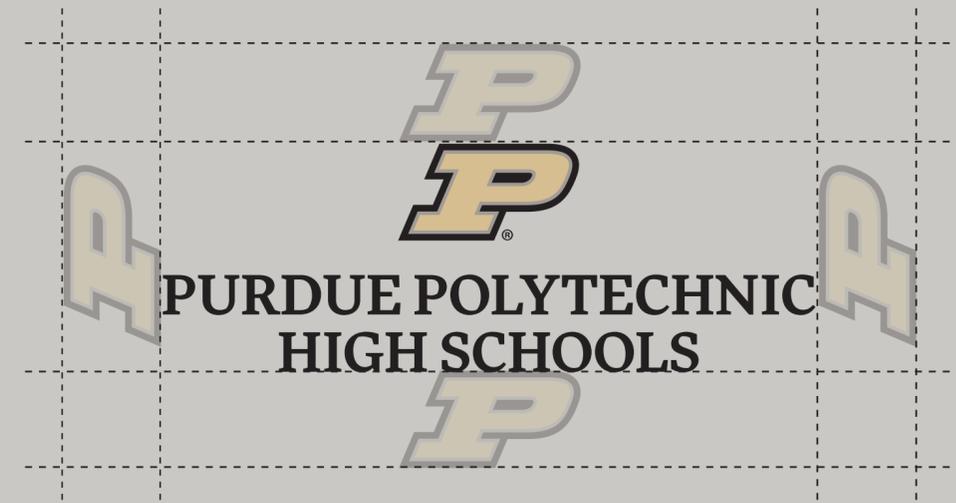


## CLEAR SPACE

By maintaining clear space around our logo and keeping it above a minimum size, we can represent our brand in its best light.

### Clear Space

The logo should never feel like it's crowded or competing for attention. To avoid this, always allow ample clear space so that it's free of distractions. Use the capital "P" from the wordmark as a measuring tool for the proper clearance.



Identity

# SIZING

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

Brand Guidelines

**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 ensure legibility, do not reproduce the standard logo at widths smaller than 1.25 inches.



# PURDUE POLY TECHNIC



1.25"  
90px



0.8125"  
58px

# UNACCEPTABLE USAGE

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



**PURDUE POLYTECHNIC  
HIGH SCHOOLS**

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



**PURDUE POLYTECHNIC  
HIGH SCHOOLS**

✗ **DO NOT** rotate the logo.



**UE POLYTEC  
IGH SCHOOL**

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



**PURDUE POLYTECHNIC  
HIGH SCHOOLS**

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



**PURDUE POLYTECHNIC  
HIGH SCHOOLS**

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



**PURDUE  
POLYTECHNIC  
HIGH SCHOOLS**

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

# CAMPUS SIGNATURES

Each PPHS campus has its own co-branded logo, connecting us to Purdue University as well as highlight the campus name.

Note, these campus logos are only available in this horizontal format. Each official co-brand should use only the approved and supplied version of its lockup.



# CAMPUS MASCOTS

The campus mascot marks represent every PPHS student, alumnus, coach and staff member — and anyone else who supports our schools.

These marks may be used in communications as design elements, but they should never replace the primary PPHS logo.

### Best use

The mascot marks work best when the audience is familiar with the PPHS brand and the campuses that the marks represent. Some appropriate applications include social media, where we're promoting our events and personnel; swag and apparel, where they can act as spirit marks; and athletics materials, where mascots are often featured prominently.

### Things to avoid

These marks should never be used as a core part of a department's visual identity, or adopted as a substitute for a department's logo, or incorporated as part of another logo.

Do not alter these marks in any way or create new versions of the mascots. This includes altering them so that they're wearing or holding items. No other versions will be approved.

These restrictions are necessary to protect the integrity of the mascot marks, to prevent the dilution of their strength, and to avoid brand and style confusion.

## PPHS Broad Ripple

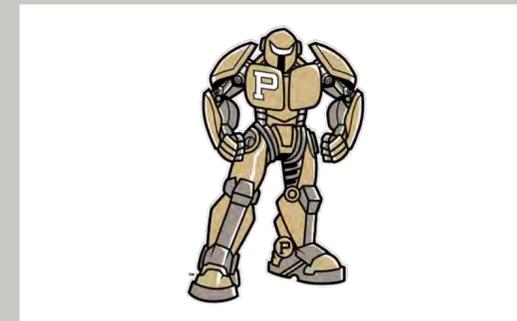


Mascot

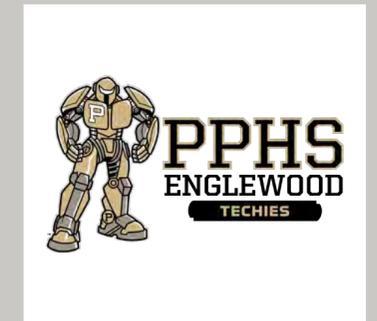


Primary mark

## PPHS Englewood

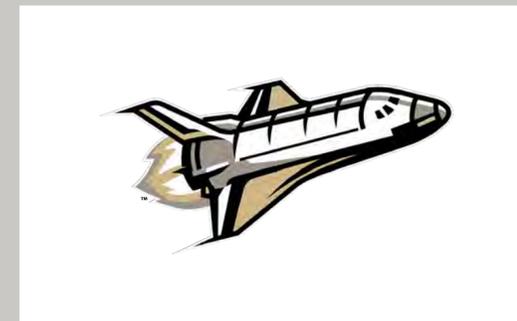


Mascot



Primary mark

## PPHS South Bend



Mascot



Primary mark

Section 4

# *VISUAL LANGUAGE*

---

Typography ▪ Color ▪ Photography ▪ Graphic Elements ▪ Video

## 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.

*DESIGNED TO INSPIRE.*

**Primary Typeface**  
United Italic Condensed

**BRIGHTER FUTURES.**

**Limited-Use Typeface**  
Timmons NY

**Made to change minds.**

**Secondary Typeface**  
Acumin Pro

# TYPOGRAPHY: PRIMARY TYPEFACE

**United Sans** is a display font that we use mostly for headlines (in all caps), and occasionally for emphasizing short bursts of body copy. Its appeal comes from its rigid, engineered structure and striking character.

While the font family is robust, we primarily use **United Italic Condensed** in headlines. When needed in body copy, you may use the non-italic Condensed and Semi Condensed faces.

# United Italic Condensed

*Medium*

AA BB CC DD EE

AA BB CC DD EE

**Bold**

AA BB CC DD EE

FF GG HH II JJ KK

LL MM NN OO PP

**Heavy**

AA BB CC DD EE

QQ RR SS TT UU

**Black**

AA BB CC DD EE

VV WW XX YY ZZ

01234567989



### Alternate System Fonts

Typefaces may not always be available depending on the application and access to it. If needed, use **Impact** in place of **United Sans** as an alternate font.

# TYPOGRAPHY: SECONDARY TYPEFACE

**Acumin Pro** is a sans-serif font that is the workhorse of the Purdue brand, thanks to its many weights and widths. With a modern but friendly appeal, these typefaces work well for large sections of body copy, as well as for captions and callouts.

Acumin Pro font is part of Adobe and can be activated by any user with a Creative Cloud account. Visit Adobe's support site for details. <https://helpx.adobe.com/creative-cloud/help/add-fonts.html>



**Alternate System Fonts**

Typefaces may not always be available depending on the application and access to it. If needed, use **Franklin Gothic** in place of **Acumin Pro** as an alternate font.

# Acumin Pro

|              |               |    |    |    |    |    |
|--------------|---------------|----|----|----|----|----|
| 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 |
| <b>Bold</b>  | <i>Italic</i> | Aa | Bb | Cc | Dd | Ee |
| <b>Black</b> | <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**

## *TYPOGRAPHY: LIMITED-USE TYPEFACE*

**Timmons NY** is a bold, compressed, caps-only headline font available in one weight. There are no lowercase letters or italics available for Timmons NY.

The font's angular letterforms mimic the aesthetics of our primary typeface, United, but at a more robust and compressed size. Due to its dominant features, Timmons NY is to be used selectively in headlines and where space allows.



### **Alternate System Fonts**

There is no alternative font available for Timmons NY.

---

# TIMMONS NY

---

**REGULAR**

A B C D E

A B C D E  
F G H I J K  
L M N O P  
Q R S T U  
V W X Y Z

01234567989

*TYPOGRAPHY:  
USING TYPOGRAPHY*

*United Italic Condensed*



*FOR THE  
RISK-TAKERS.*

Headlines

Short phrases of body copy

**Acumin Pro**



Learn more about  
attending a high school  
that's designed for you.

Body copy

Callouts

**TIMMONS NY**



**CHANGE YOUR  
MINDSET.**

Headlines

Quotes

# *COLOR*

Our color palette, which draws from Purdue's heritage, is purposeful and restrained. It relies primarily on Aged for layouts with black and white for copy. Secondary neutral grays and bright yellows are used to support the visual brand.



# COLOR: COLOR BUILDS

When using color builds, always use the color values listed on this page. They've 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.

|   |   |   |   |   |  |
|---|---|---|---|---|--|
| <hr/> <p><b>Boilermaker Gold</b></p> <p>RGB 207 / 185 / 145<br/>HEX #CFB991</p>                                     | <hr/> <p><b>Aged</b></p> <p>RGB 142 / 111 / 62<br/>HEX #8E6F3E</p>  | <hr/> <p><b>Rush</b></p> <p>RGB 218 / 170 / 0<br/>HEX #DAAA00</p>   | <hr/> <p><b>Field</b></p> <p>RGB 221 / 185 / 69<br/>HEX #DDB945</p>   | <hr/> <p><b>Dust</b></p> <p>RGB 235 / 217 / 159<br/>HEX #EBD99F</p>   | <hr/> <p><b>White</b></p> <p>RGB 255 / 255 / 255<br/>HEX #FFFFFF</p> |
| <hr/> <p><b>Pantone 7502 C</b><br/>CMYK 13 / 20 / 45 / 3</p> <p><b>Pantone 7502 U</b><br/>CMYK 13 / 22 / 50 / 5</p> | <hr/> <p><b>Pantone 7562 C</b><br/>CMYK 14 / 29 / 62 / 12</p> <p><b>Pantone 7562 U</b><br/>CMYK 14 / 28 / 57 / 10</p> | <hr/> <p><b>Pantone 110 U</b><br/>CMYK 0 / 20 / 100 / 8</p> <p><b>Pantone 7562 U</b><br/>CMYK 1 / 21 / 100 / 10</p> | <hr/> <p><b>Pantone 4017 C</b><br/>CMYK 5 / 18 / 81 / 4</p> <p><b>Pantone 4017 U</b><br/>CMYK 3 / 20 / 81 / 4</p> | <hr/> <p><b>Pantone 7402 C</b><br/>CMYK 3 / 8 / 43 / 0</p> <p><b>Pantone 7402 U</b><br/>CMYK 0 / 8 / 45 / 0</p> | <hr/> <p>CMYK 0 / 0 / 0 / 0</p>                                      |

# COLOR: COLOR BUILDS

When using color builds, always use the color values listed on this page. They've 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.

|   |   |  |  |  |
|---|---|--|--|--|
| <hr/> <p><b>Steel</b></p> <p>RGB 85 / 89 / 96<br/>HEX #555960</p>   | <hr/> <p><b>Cool Gray</b></p> <p>RGB 111 / 114 / 123<br/>HEX #6F727B</p>  | <hr/> <p><b>Railway Gray</b></p> <p>RGB 157 / 151 / 149<br/>HEX #9D9795</p>  | <hr/> <p><b>Steam</b></p> <p>RGB 196 / 191 / 192<br/>HEX #C4BFCD</p>   | <hr/> <p><b>Black 100%</b></p> <p>RGB 0 / 0 / 0<br/>HEX #00000</p> |
| <hr/> <p><b>Pantone 425 C</b><br/>CMYK 63 / 51 / 45 / 33</p> <p><b>Pantone 425 U</b><br/>CMYK 46 / 35 / 32 / 28</p> | <hr/> <p><b>Pantone Cool Gray C</b><br/>CMYK 50 / 40 / 34 / 17</p> <p><b>Pantone Cool Gray U</b><br/>CMYK 41 / 31 / 26 / 18</p> | <hr/> <p><b>Pantone 402 C</b><br/>CMYK 34 / 30 / 33 / 8</p> <p><b>Pantone 402 U</b><br/>CMYK 29 / 26 / 30 / 11</p> | <hr/> <p><b>Pantone 400 C</b><br/>CMYK 20 / 171 / 19 / 0</p> <p><b>Pantone 400 U</b><br/>CMYK 17 / 16 / 20 / 1</p> | <p>CMYK 0 / 0 / 0 / 100</p>  |

# COLOR: DIGITAL PALETTE

This color matrix demonstrates the options available for setting text using our brand colors to achieve as close to AA-level compliance as possible. This matrix makes the process of choosing foreground and background colors easier.

It is important to note that the size of the text will influence the degree of its legibility and compliance in all communications. For example, Aged is not compatible with Dust at smaller sizes, but if type is set to bold and 72pt, it will be legible and therefore usable.

**Ls** **Large and Small**  
All text sizes can be used for this combination of foreground and background colors.

**L** **Large**  
Only use this combination for text that is 18 pt or larger (14 pt or larger if in a bold font).

| <b>Boilermaker Gold</b> TEXT |           |           |           |           |  |           | <b>Ls</b> | <b>L</b>  |           |           |           |
|------------------------------|-----------|-----------|-----------|-----------|--|-----------|-----------|-----------|-----------|-----------|-----------|
| <b>Aged</b> TEXT             | <b>L</b>  | <b>Ls</b> |           |           |  |           | <b>L</b>  |           |           |           |           |
| <b>Field</b> TEXT            |           |           |           |           |  |           | <b>Ls</b> | <b>L</b>  |           |           |           |
| <b>Rush</b> TEXT             |           |           |           |           |  |           | <b>Ls</b> | <b>L</b>  |           |           |           |
| <b>Dust</b> TEXT             |           | <b>L</b>  |           |           |  |           | <b>Ls</b> | <b>Ls</b> | <b>L</b>  |           |           |
| <b>White</b> TEXT            |           | <b>Ls</b> |           |           |  |           | <b>Ls</b> | <b>Ls</b> | <b>Ls</b> |           |           |
| <b>Black</b> TEXT            | <b>Ls</b> |           | <b>Ls</b> | <b>Ls</b> |  | <b>Ls</b> | <b>Ls</b> |           | <b>Ls</b> | <b>Ls</b> | <b>Ls</b> |
| <b>Steel</b> TEXT            | <b>L</b>  |           | <b>L</b>  | <b>L</b>  |  | <b>Ls</b> | <b>Ls</b> |           |           |           | <b>L</b>  |
| <b>Cool Gray</b> TEXT        |           |           |           |           |  | <b>L</b>  | <b>Ls</b> | <b>L</b>  |           |           | <b>L</b>  |
| <b>Railway Gray</b> TEXT     |           |           |           |           |  |           | <b>Ls</b> |           |           |           |           |
| <b>Steam</b> TEXT            |           |           |           |           |  |           | <b>Ls</b> | <b>L</b>  |           |           |           |

# *COLOR: DIGITAL PALETTE*

## **Color for Accessibility**

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 web pages. 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 color-blind users**

Try to avoid placing scintillating colors like red and green together, especially in navigation, map graphics, and other wayfinding elements.

## **Working with color contrast**

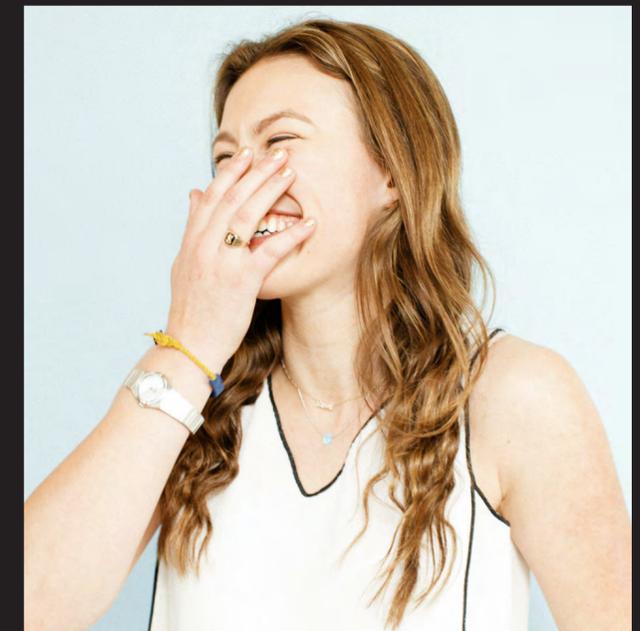
Pay special attention when using light Grays, and yellows. You can check your contrast levels for digital communications with the WAVE Color Contrast Tool:

[webaim.org/resources/contrastchecker](http://webaim.org/resources/contrastchecker)

# 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.

Our images tend to fall into two categories: **Portraiture** and **Interactions**. Both strive to capture students coming to life and being engaged in the spaces that PPHS creates for them.



NOTE: Images used in this section are stock imagery that is not owned by PPHS. Therefore they cannot be used in any print or digital designs, or otherwise. They are featured as reference for future photoshoot inspiration and direction for lighting.

## Visual Language

# PHOTOGRAPHY: PORTRAITURE

Photos in the portraiture category are designed to feature the student as hero, excelling in their pursuit of design thinking. The style of these images is very candid; they're intentionally shot with a bright, direct flash, similar to a Polaroid, to capture that "in the moment feel" whenever possible.

## Brand Guidelines

### Overview

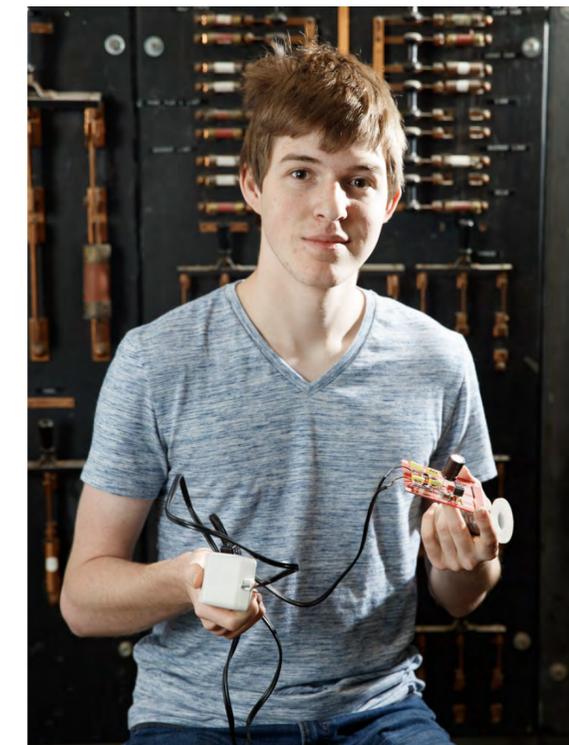
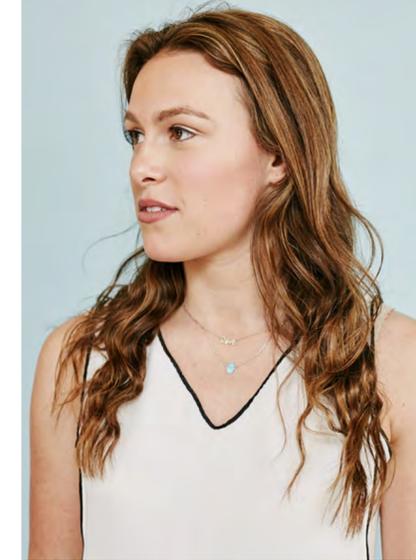
Confident and determined, but lighthearted and fun. Show the students in a heroic light, capturing a range of self-assured and candid moments.

### Backdrop and Lighting

Bright, direct flash that really highlights the student and feels like the image was taken with an instant camera or Polaroid. Studio photography can be used, but make sure the subject looks relaxed and natural, not overly art directed.

### 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, or talking to someone just off camera. Keep the camera setup close to the subject's eye level, to varying degrees.



## Visual Language

# PHOTOGRAPHY: INTERACTIONS

This category of photographs is designed not only to show students interacting with their coaches and peers, but also to demonstrate that they're hands on with the curriculum they design and that they're invested in their learning.

## Brand Guidelines

### Overview

Capture students' day-to-day experiences, in the classroom, with peers and coaches. Really seek to depict passion for learning and their interactions with the PPHS community.

### Subject and Camera

Typically wider shots to capture the environments students are in, indoors and out. For this format, avoid posing subjects; instead, focus on candid moments and behind-the-scenes shots that capture authentic life at PPHS.



# VIDEO: SIZING AND CLEAR SPACE

Video should be created and output in the standard size of 1920x1080 pixels (16:9 ratio).

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, AfterEffects, etc).

### Action safe

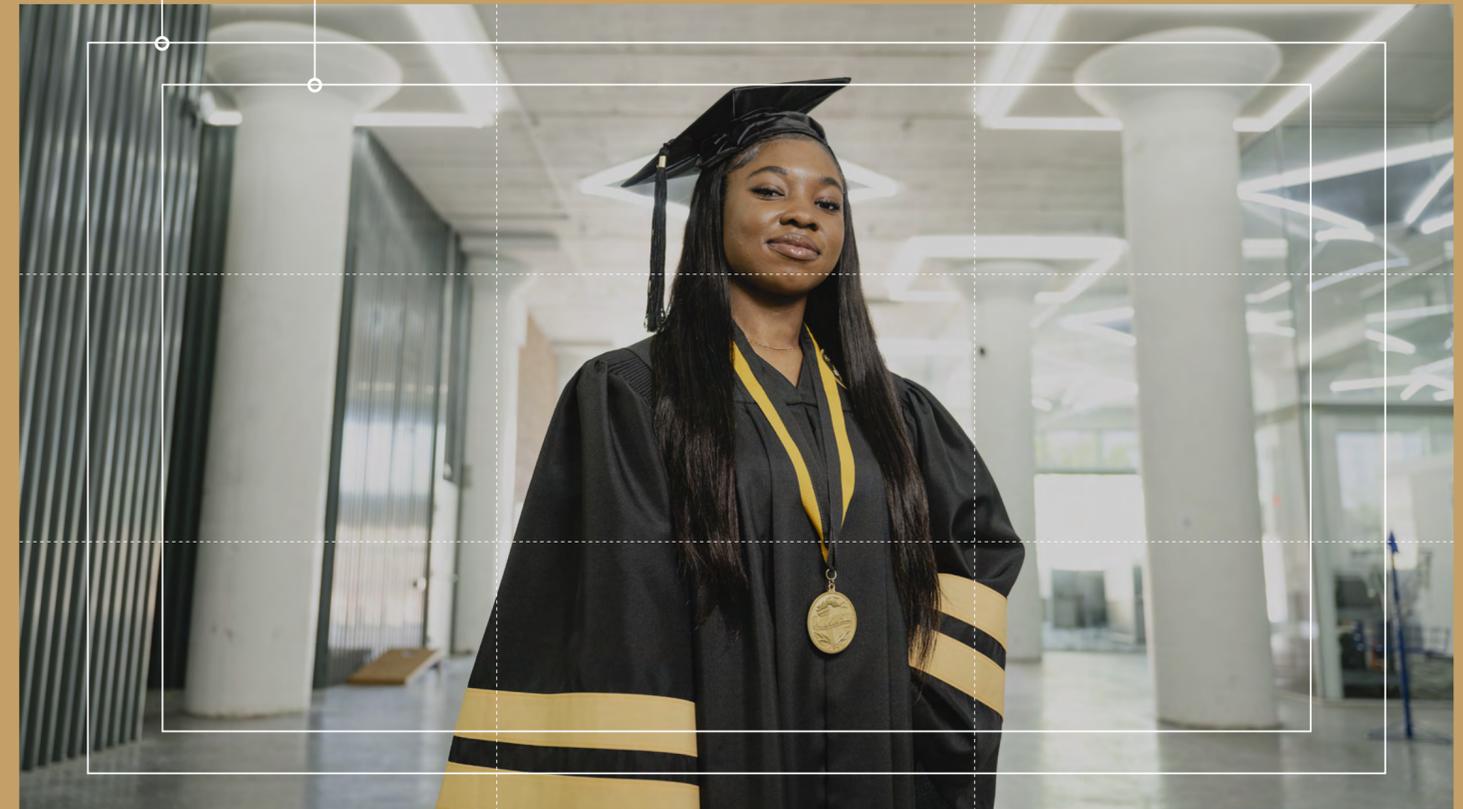
This boundary is 5% in from each edge of the frame. All essential action and speakers should be inside this outer boundary.

### 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 wide x1080 pixels high

# VIDEO: LOWER THIRDS

The term "lower thirds", or L3's, 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 film making tool.

### 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 non-obtrusive. The more text you end up adding on your lower third, the higher the chance that your viewers tend to ignore it.

Legibility is key when considering your fonts. Use an easily readable brand font, such as United 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.

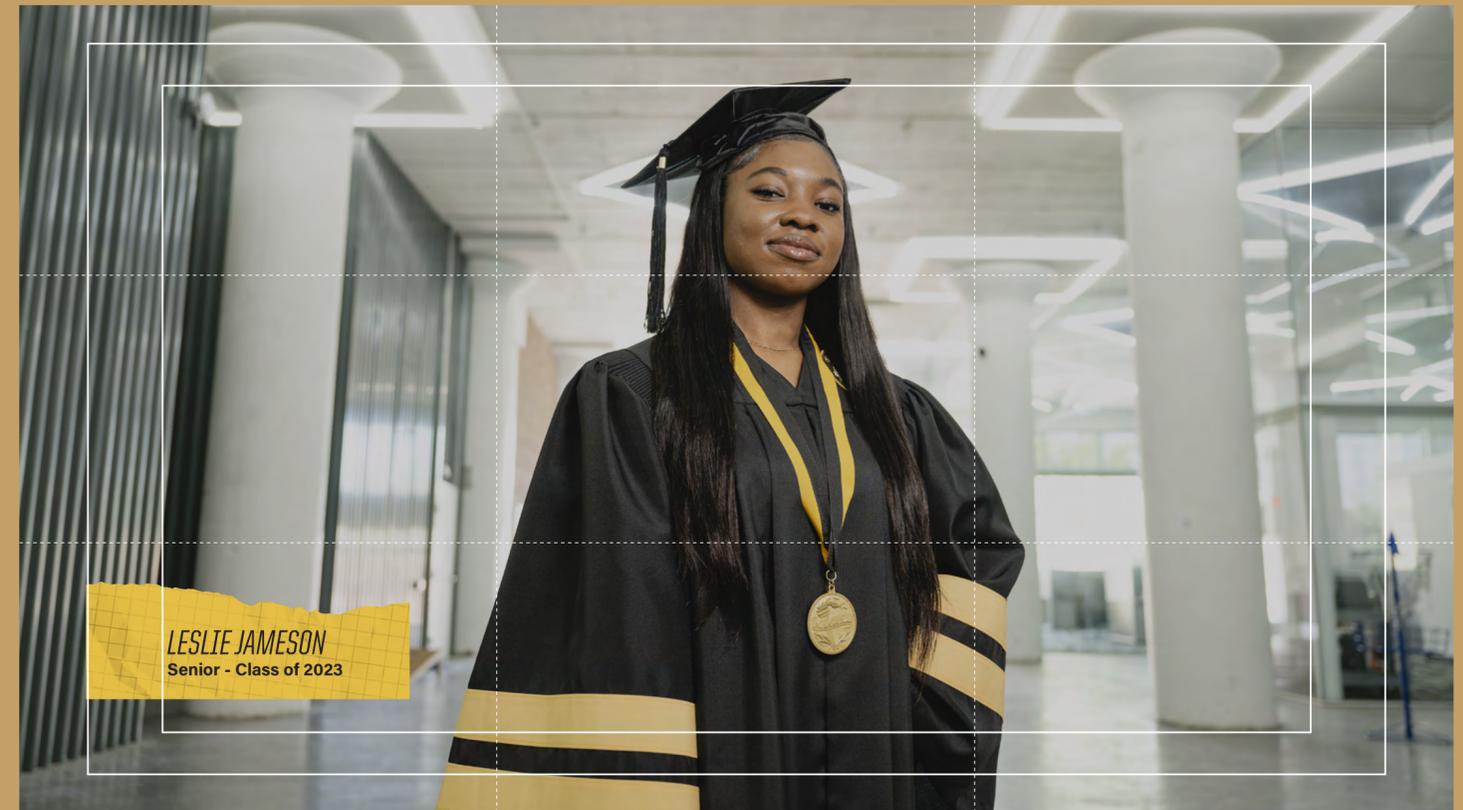
**Two-tier L3s:** Used most often to identify a person on screen. Often, the person's name will appear on the first line, with their place of residence or a description below it. Two-tier lower thirds may also be used as "locators" to identify where a story is taking place

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

### Use of names

Use upper case for all names and titles, using 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



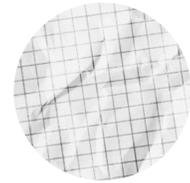
Make sure your lower third doesn't cover up any important information on the screen, such as a person's face. Remember to keep things simple, don't try to do too much with one lower third.

# GRAPHIC ELEMENTS: PAPER

Using a variety of paper graphics, from notebook paper, to graph paper, torn edges and soft halftone textures, our communications can take on the appearance of the PPHS environment, making our communications instantly recognizable and relatable to this audience.



Keep the scale of paper graphics to a typical level you would see in sketchbooks or journals. If this element takes over the page and it's the first thing your eye is drawn to, reduce the respective sizes.



## Paper textures

Use these subtly, set back in color and slightly askew so they feel authentic. Only one paper texture per communication — too many will appear messy and cluttered.



## Torn edges

Layer paper with a torn edge over a picture to create white space for headlines and copy. This technique can also be used to make photography feel more authentic or curated by hand.



## Halftone textures

This distressed accent can be applied over typography and backgrounds to give them grit. These textures create a visual noise that can activate a layout, but we never want it to speak louder than other visual elements.



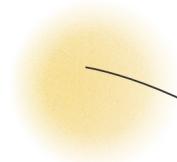
# GRAPHIC ELEMENTS: MARKERS AND BRUSHES

Markers and brushes add pops of color (often used in PMS 4017/Field), to call out our key messages. Additionally, a "grainy brush" can be used to add soft color and texture to quiet areas of the layout, helping to break up dead space.



### Hard-line markers

We use this style of marker lines under headlines for emphasis or to bring attention to calls to action and URLs. They can be used in collages as a textural element around cutout and supporting photography.



### Grainy brush

This soft brush adds a nice accent of color along with providing texture and grit. Use it in gentle, arcing shapes or simple circles of color in the corners.

NOTE: As seen in these layouts, the grainy brush effect was created in Adobe InDesign. To create these brushes use these steps:

**Step 1:** Create a stroke with a color or a circle filled with a color. Make the stroke a very thick weight (as seen here, the brush in the top right is 200 points).

**Step 2:** First go to **Effects > Gradient Feather**, and adjust as needed to feather the brush or circle so that it fades out on one or multiple sides.

**Step 3:** Then go to **Effects > Basic Feather**. Adjust the **Feather Weight** to a fairly large number (For example the brush in the top right has a Feather Weight of 80 points and the circle in the lower left is 180 points) and set the **Noise** to 100% to give the brush a grainy appearance.

FOR  
THE

RISK-  
TAKERS,

WORLD  
SHAKERS,

MOLD  
BREAKERS.



Always keep in mind that grainy brushes are for adding soft texture and are never meant to overpower the photography or messaging. Use this effect in a limited and selective capacity, more as an embellishment than a leading visual element.

# GRAPHIC ELEMENTS: COLLAGES AND PHOTO FRAMES

All of these visual elements work well when combined into collages, creating a strong visual toolkit. Mixing a paper texture with cutout photography and markers as accents creates the handcrafted, expressive and personal look of PPHS.



Finding the right balance of visual elements is crucial, so that our communications don't feel crowded, busy or cluttered. If the photo or message is lost, pull back on the amount of visual elements you have in play. This layout has roughly eight elements in play, but note that some are used in similar colors or their transparency is set low, so that they blend well together and don't read as eight separate pieces.



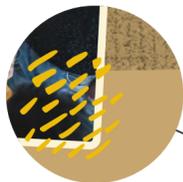
### Cutout photography

Use this method to highlight a student or coach, drawing them out from the other elements and placing them at a large scale, front and center.



### Supporting photography

Supporting images help tell the deeper story of the person being highlighted. These can be environmental images that speak to our location, or shots of students interacting with others, in the classroom and with coaches.



### Markers and paper elements

Subtle use of these elements complete the look, bringing in textures that ground the look and strokes that add punch.



Section 5

# *APPLYING THE BRAND*

---

**DESIGNED  
TO  
INSPIRE.**

Lit optur aut vollorro blabo. Et omnihicatio inusam vel is nus roero ommodit, solupta temporem quam fuga. Itatur moluptatur? Quist que dolupicia namendae vel enes alibusa peritatusa nus.

[pphs.purdue.edu](http://pphs.purdue.edu)

**P**  
PURDUE POLYTECHNIC  
HIGH SCHOOLS

**DRIVEN BY POSSIBILITY.**

Lit optur aut vollorro blabo. Et omnihicatio inusam vel is nus roero ommodit, solupta temporem quam fuga. Itatur moluptatur? Quist que dolupicia namendae vel enes alibusa peritatusa volumn eicilis nus.

**P**  
PURDUE POLYTECHNIC  
HIGH SCHOOLS

*DESIGNED FOR  
YOU TO DISCOVER  
YOUR POTENTIAL.*

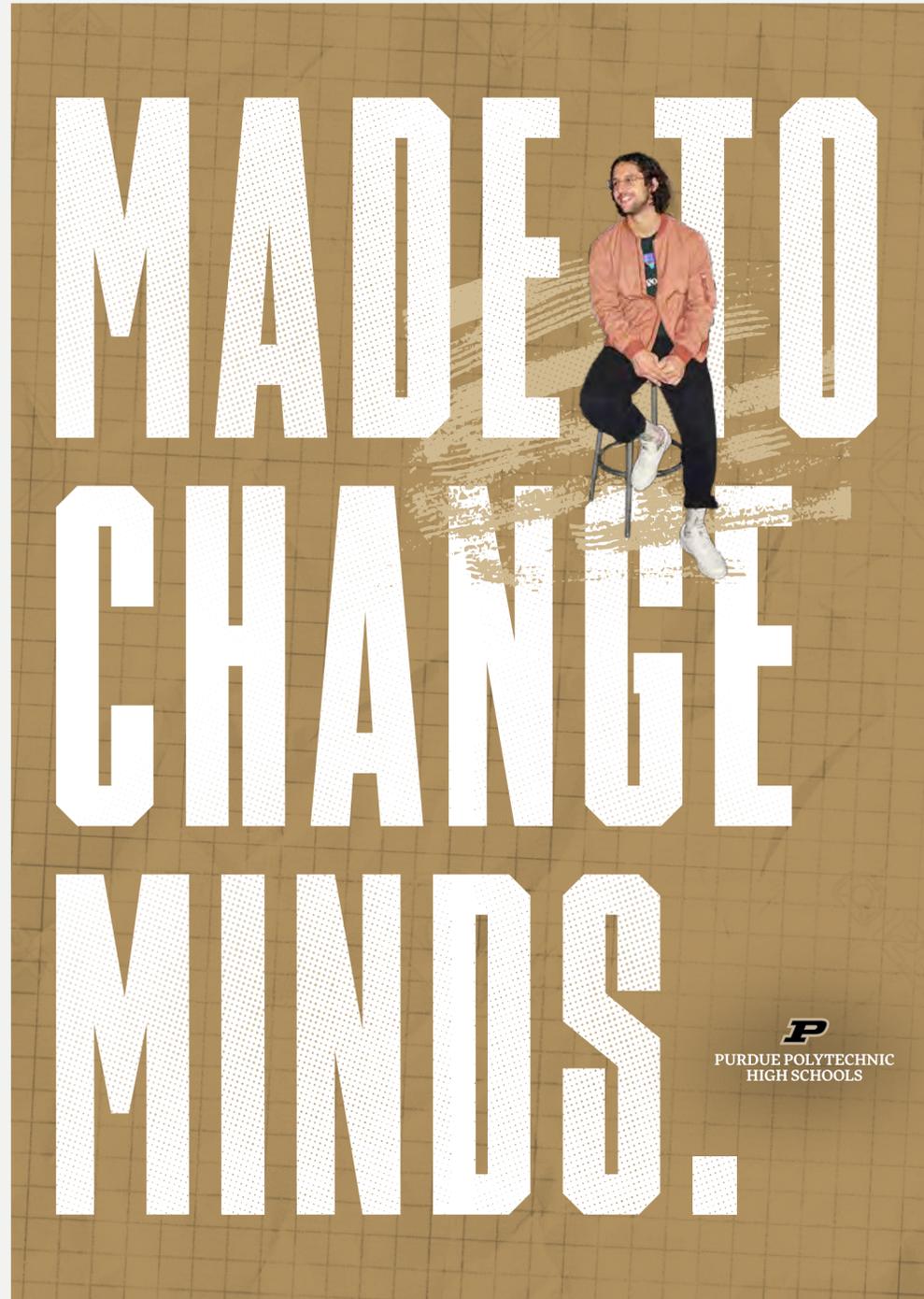
*TAKE THE NEXT STEP IN DISCOVERING  
WHAT HIGH SCHOOL COULD BE.*  
[PPHS.PURDUE.EDU](https://pphs.purdue.edu)

**P** PURDUE POLYTECHNIC  
HIGH SCHOOLS

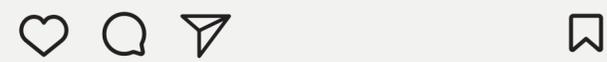
**BRIGHTER  
FUTURES,  
BY DESIGN.**

LEARN MORE ABOUT ATTENDING A HIGH  
SCHOOL THAT'S DESIGNED FOR YOU.  
[PPHS.PURDUE.EDU](https://pphs.purdue.edu)

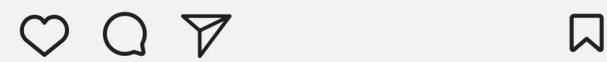
**P** PURDUE POLYTECHNIC  
HIGH SCHOOLS



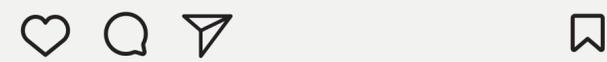
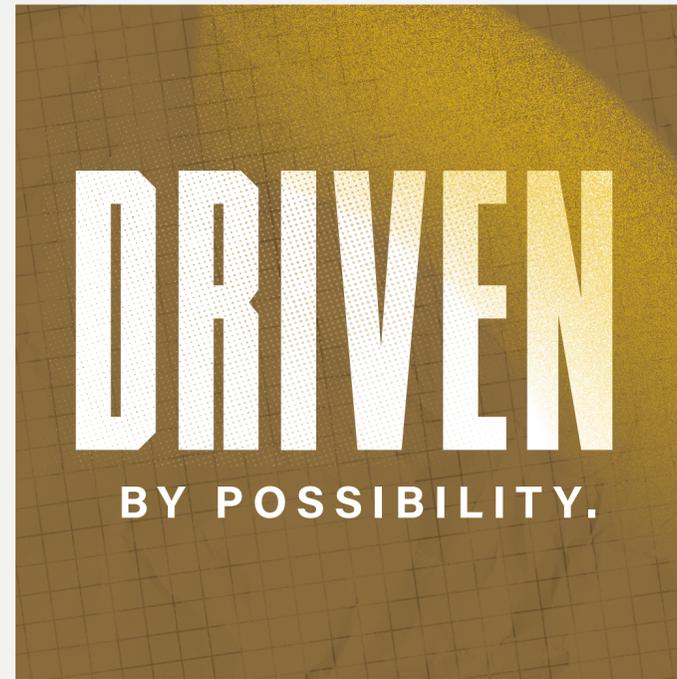
 purduepolyhs



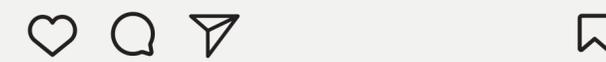
 purduepolyhs



 purduepolyhs



 purduepolyhs





Here, you'll find a spirit of innovation that powers everything you'll do. Breaking down old ideas,

Sample Creative

# UNWELCOMED!



Here, you'll find a spirit of innovation that powers everything you'll do. Breaking down old ideas, smashing together new ones, keeping what works and tossing what doesn't. A culture of inclusion that welcomes students from underserved communities and helps them create their own path to college. And a tradition of the untraditional that removes barriers to education and creates pathways to success.

## STRONGER COMMUNITY, BY DESIGN.

**WHAT DRIVES YOU?**

Here, you'll find a spirit of innovation that powers everything you'll do. Breaking down old ideas, smashing together new ones, keeping what works and tossing what doesn't. A culture of inclusion that welcomes students from underserved communities and helps them create their own path to college. And a tradition of the untraditional that removes barriers to education and creates pathways to success.

**STRONGER COMMUNITY, BY DESIGN.**

PPHS Schweitzer Center at Englewood | PPHS Indianapolis North | PPHS South Bend

**MIKEY TRIPPODI**  
PPHS NORTH SPOKING

"I was really nervous to transfer schools, but everyone was so welcoming and supportive. I love it here."

|   |            |
|---|------------|
| Dr. Keeanna Warren named CEO of Purdue Polytechnic High Schools                     | 07.01.2023 |
| Public hearing on proposed PPHS Northwest School                                    | 01.05.2023 |
| Project Management for the Brain: Teaching executive functioning skills to students | 11.12.2022 |
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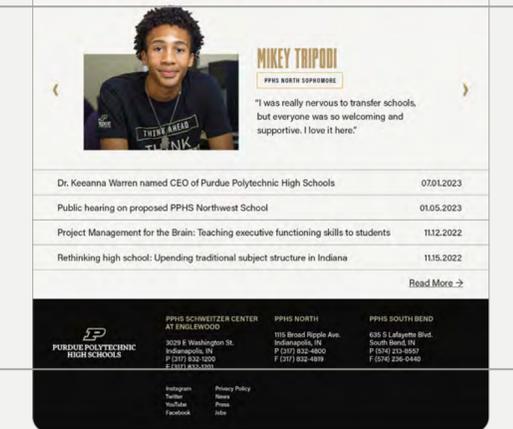
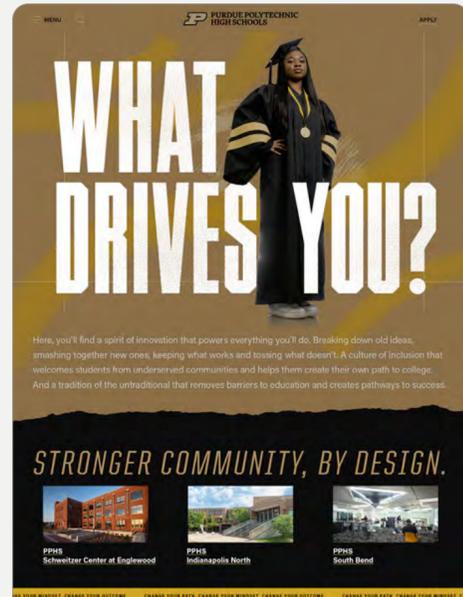


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Sample Creative



# MIKEY TRIPODI

PPHS NORTH SOPHOMORE

"I was really nervous to transfer schools, but everyone was so welcoming and supportive. I love it here."

Dr. Keeanna Warren named CEO of Purdue Polytechnic High Schools

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