

JANUARY 2025

PURDUE

ONE HEALTH

STRATEGIC INITIATIVE BRAND GUIDE



Purdue One Health Background

At Purdue University, leading researchers are working at the intersection of human, animal and plant health, tackling complex challenges that have real-world impact. By leveraging Purdue's unique strengths through an interconnected, cross-disciplinary approach, we bring health benefits to our state, nation and world. Purdue One Health spans from agriculture to veterinary medicine, drug discovery and cancer research to population health and mental health, fueling groundbreaking discoveries and innovation that drives economic growth and improves health outcomes in Indiana and beyond. Through academic programs, research, facility infrastructure and industry partnerships, this latest strategic priority will accelerate Purdue's impact across the health and life sciences.

Using This Guide

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

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

Purdue One Health Boilerplate

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

Purdue One Health is a strategic initiative focused on solving complex challenges at the intersection of human, animal and plant health and delivering real-world impact through four key pillars: academic programs, research, facility infrastructure and industry partnerships. With investments in a One Health Innovation District in Indianapolis, cutting-edge new research facilities in West Lafayette, and strategic partnerships with prominent companies such as Eli Lilly and Company and Elanco Animal Health Inc., Purdue's leading researchers are making giant leaps toward transformative solutions that drive economic growth and improve health outcomes in Indiana and beyond.

Purdue One Health Elevator Speech

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

Purdue One Health is a strategic initiative focused on solving complex challenges at the intersection of human, animal and plant health and delivering real-world impact. Purdue is working to improve complex health challenges and deliver real-world impact through four key pillars: academic programs, research, facility infrastructure and industry partnerships.

RECOMMENDED HASHTAG

#PurdueOneHealth is the preferred hashtag for social media posts relating to this strategic initiative.

Visual Guidelines

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

Type: "Purdue"

United Sans Regular Heavy, all caps, tracking: 100

Placed within Boilermaker gold emphasis box with ends at 77 degree angle

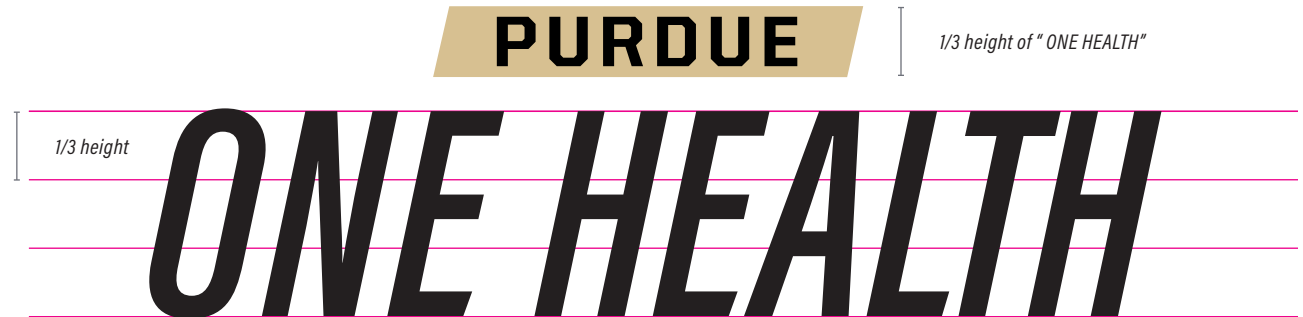
Box size: Recommended size is 1/3 height of "One Health" but no more than 1/2 height of "One Health"

Box placement options:

Centered above or aligned left

Type: "One Health"

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



Using the Purdue One Health Visual Identity

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

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

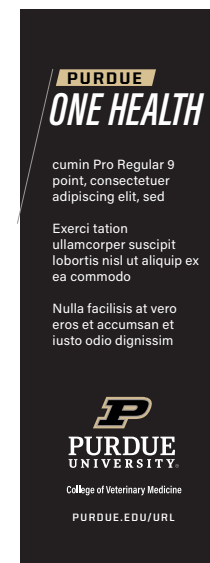
Exceptions include: on social media where posts are already branded by the posting channel and in very limited internal uses.

Purdue One Health branding

Social channel is Purdue branded



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



Examples of the Purdue One Health Visual Identity

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

Elevator speech added to provide context for external audience

PURDUE ONE HEALTH

Purdue One Health is a strategic initiative focused on solving complex challenges at the intersection of human, animal and plant health and delivering real-world impact. Purdue is working to improve complex health challenges and deliver real-world impact through four key pillars: academic programs, research, facility infrastructure and industry partnerships.

Um id ut minvere stiunt, acipsae volendist eum quati nihicipsa nem vendus, omnihic te quis volo magnimolo occum inimaiores debet, consequi to torit, volorib uscidem fuga. Totas ut od ut es ut que auda paria sit atat.

Everaepp uditatu ritateporia corum es et, simenem faces poris quatio dipsaped mo occabore, volorepel ide ipsant eum quatur? Et oditatquias comnis voloro consed que rerias aliam estides.

DATE HERE
Enimagnimus et ea voluptament hilloque non et atium fuga. Um ipsantfata blam, occum quos eos sant venihill is iurQui occuparcti autae.

LOCATION HERE
Enimagnimus et ea voluptament hilloque non et atium fuga. Um ipsantfata blam, occum quos eos sant venihill is iurQui occuparcti autae.

TIME HERE
Enimagnimus et ea voluptament hilloque non et atium fuga. Um ipsantfata blam, occum quos website for more inform.

PURDUE UNIVERSITY Replace this mark with your official co-branded logo

WEBSITE HERE

PURDUE ONE HEALTH

Purdue One Health is a strategic initiative focused on solving complex challenges at the intersection of human, animal and plant health and delivering real-world impact. Purdue is working to improve complex health challenges and deliver real-world impact through four key pillars: academic programs, research, facility infrastructure and industry partnerships.

PURDUE UNIVERSITY

HEADLINE

Click to add text

Click icon to add picture

Official Purdue signature mark

PURDUE ONE HEALTH

Tem iderest quaeDis apienderit Mil into volorenimus sum raeperovit acia solo es rehenihil molore pa consed qui soles ad et quiasimus am et exped min.

Date & Time

TemFicit quidunt issequam faceperaeselsper iorep. Nsoluptam ex et voluptatur sum ad ut at lacernatias.

PURDUE UNIVERSITY

YOU'RE INVITED

THIS EVENT IS A COLLABORATION BETWEEN PURDUE COLLEGE OF VETERINARY MEDICINE AND SCHOOL OF NURSING

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

Purdue One Health branding

PURDUE UNIVERSITY
College of Health and Human Sciences

PURDUE ONE HEALTH

Official co-brand



Purdue Brand Studio

Convergence, Suite 3500

101 Foundry Drive, West Lafayette, IN 47906

765-494-2034 | marketing@purdue.edu