

OCTOBER 2025

PURDUE COMPUTES

STRATEGIC INITIATIVES BRAND GUIDE



Purdue Computes Background

Purdue Computes is a strategic initiative advancing the university to the forefront in computing, physical artificial intelligence, semiconductors, and quantum science and engineering technology. Purdue Computes connects faculty and students across the institution and is powered by core commitments to a comprehensive talent pipeline, agile research and industry partnerships.

Using This Guide

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

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

Purdue Computes Vision

Purdue Computes is redefining the university's land-grant mission for the 21st century. Bringing together cutting-edge research and a world-class education, we're driving an innovation-based economy and building the foundation for America's future in computing, physical AI, semiconductors, and quantum science and engineering technology.

Purdue Computes Talking Points

Talking points expand the Purdue Computes vision statement — explaining how it is powered by three core commitments. Rankings can be used as a way to quantify these core commitments.

Our vision is powered by three core commitments:

A comprehensive talent pipeline

From skills-based learning certificates to graduate programs, we're preparing career-ready students to lead the workforce of tomorrow, and we're developing the innovators and experts who fuel industry impact and growth.

Agile research and discovery

As a leader in the U.S. in patents, we're envisioning the breakthroughs of tomorrow and accelerating the path to market-ready technologies.

Deep industry partnerships

National and international companies are innovating with Purdue. Together, we're connecting talent, fast-tracking new discoveries and driving excellence at scale.

Our [national and international rankings](#) can be used to demonstrate Purdue's influence as an institution of excellence and a driver of innovation.

Purdue Computes Elevator Speech

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

Powered by our commitment to talent, research and industry partnerships, Purdue Computes is driving an innovation-based economy and building America's future in computing, physical AI, semiconductors, and quantum science and engineering technology.

Visual Guidelines

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

"PURDUE COMPUTES"

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

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

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

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Using the Purdue Computes Visual Identity

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

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

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

Purdue Computes branding

Social channel is Purdue branded



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

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

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

LARGEST UNDERGRADUATE STEM ENROLLMENT
IN THE U.S.
IPEDS 2020: IES definition of STEM for major research universities

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

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

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

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

PURDUE UNIVERSITY

Produced by Purdue Marketing and Communications | MM-23-000037 | EA-ESU



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



Examples of the Purdue Computes Visual Identity

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

Purdue Computes branding in subhead

PURDUE COMPUTES

PURDUE QUANTUM SCIENCE AND ENGINEERING INSTITUTE

The Purdue Quantum Science and Engineering Institute fosters the development of practical and impactful aspects of quantum science.

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

60+ FACULTY MEMBERS WITH EXPERTISE IN QUANTUM RESEARCH

QUANTUM RESEARCH AREAS

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

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

CENTERS AND PARTNERSHIPS

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

WORKFORCE DEVELOPMENT

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

Researchers working in the Hybrid Integrated Quantum Photonics Lab at Purdue University (Charles Justice/Purdue University)

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

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

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

Social channel is Purdue branded

LEADING THE WAY IN COMPUTER SCIENCE

PURDUE COMPUTES

purdue

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... @purdue has launched a new major initiative, Purdue Computes, consisting of three dimensions that will advance faculty and students across the institution and enable the university to advance to the forefront with experimental capabilities at scale. Read more via the link in our bio. [purdue.us/info/purdue-computes](#)

"The Purdue Computes initiative is the latest, and boldest, investment in computing at Purdue with an explicit goal of elevating computer science to a top-10 program in the country. This ambitious goal is a testament to the existing importance of this field, and a reflection of the fact that the university has in our ability to contribute to the future success of the world."

Sarah Probst

Head and Professor of Computer Science

#ComputerScience #DataScience #AI #PurdueCS #Purdue #PurdueUniversity #Students #StudentLife #PurdueStudent #PurdueComputes

17w

you need 270 Send pic icon @purdue_animator

1w · Reply

10k likes · March 4, 2023

POST A COMMENT...

EMORE FAMILY SCHOOL OF ELECTRICAL AND COMPUTER ENGINEERING

PURDUE COMPUTES

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HEADING

Click to add text

Click icon to add picture

Sidebar Heading

Department of Computer Science

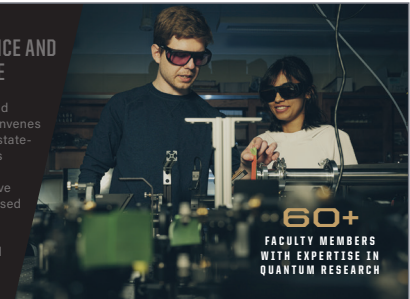
Official co-brand

9

Official Purdue
signature mark

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



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

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UNIVERSITY

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Elevator
speech
copy added
to provide
context for
external
audience

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PURDUE
UNIVERSITY

HEADLINE

Click to add text

Click icon to add picture



YOU'RE INVITED

Date & Time

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solutpam ex et voluptatur sum ad ut at lacernatias.

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



PURDUE
UNIVERSITY

PURDUE COMPUTES

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

Purdue Computes branding

PURDUE COMPUTES

Intro Title Here



Purdue Brand Studio

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