

2026

# *TRADEMARKS GUIDE*



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# OVERVIEW OF TRADEMARKS

A trademark is any word, phrase, symbol, design or combination of these things that identifies the source and owner of goods or services and who is legally reserved to its exclusive use as a maker or seller.

## **Trademark** [noun]:

a device (such as a word) pointing distinctly to the **origin or ownership** of merchandise to which it is applied and **legally reserved to the exclusive use** of the owner as maker or seller

Trademarks can be displayed in many forms. The list below pairs a type of trademark with an example from Purdue.

*Please note that these are not the only trademarks registered to Purdue.*

**Word** (*Purdue*)

**Phrase** (*Boiler Up*)

**Symbol** (*Motion P logo*)

**Design** (*Purdue Pete caricature mark*)

# TRADEMARK CLASSES

For more information on Purdue's trademark class descriptions, please visit the United States Patent and Trademark Office trademark database at [uspto.gov/trademarks](https://uspto.gov/trademarks).

# *PURDUE'S TRADEMARKS LIST*

Purdue trademarks encompass any textual or graphical representation of the words and phrases listed below, with the appropriate trademark symbol shown beside each phrase.

**Note:** *This is not an exhaustive list of Purdue's trademarks, as trademarks are consistently shifting and changing. However, this list should represent Purdue's most widely used trademarks. For the full list or to find a trademark, visit the United States Patent and Trademark Office trademark database at [uspto.gov/trademarks/search](https://uspto.gov/trademarks/search).*

Both the circle R (®) symbol and the "TM" (™) symbol are valid ways of claiming ownership rights. See the list below to determine which symbol to use with each word or phrase.

**1234 ... First Down™**

**"All-American"  
Marching Band™**

**Boiler Blackout™**

**Boiler Built®**

**Boiler Up ... Hammer  
Down™**

**Boiler Up®**

**Boilermaker Special™**

**Boilermakers®**

**Boilermaker™**

**Boilers®**

**Boiler™**

**Cradle of Astronauts®**  
*(reserved for retail items)*

**Cradle of Astronauts™**

**Cradle of Quarterbacks™**

**Defense Lives Here™**

**Degree in 3™**

**Den of Defensive Ends™**

**Ever Grateful, Ever True™**

**Ever True™**

**Hail Purdue™**

**Hammer Down Cancer™**

**I Am an American™**

**Mackey Arena™**

**Old Oaken Bucket®**

**One Brick Higher™**

**Paint Crew™**

**Purdue University Global®**

**Purdue University®**

**Purdue®**

**Purdue™**  
*(reserved for retail items)*

**Ross-Ade Stadium™**

**Think Broadly. Lead Boldly.®**

**Union Club Hotel at Purdue  
University®**

# *TRADEMARK USAGE EXAMPLES AND GUIDELINES*

A trademark is any word, phrase, symbol, design or combination of these things that identifies the source and owner of goods or services and who is legally reserved to its exclusive use as a maker or seller.

**Note:** *The circle R symbol (®) may be used only with federally registered marks. The “TM” symbol (™) should be used in connection with any unregistered marks when the university claims trademark rights.*

# GENERAL GUIDANCE

- All uses of the Purdue University signature logo (including co-brands) and the Motion P logo require the use of the appropriate registration mark — in this case, the circle R symbol (®).
- Follow the guidance contained in this document regarding how often a trademark symbol should be used.
- Prioritize accuracy by erring on the side of caution when uncertain if a trademark symbol is required.
- If using a trademarked word as part of a non-trademarked phrase (e.g. Boiler™ Gold Rush), continue to mark the trademarked word according to the guidance contained in this document.
- If possible, avoid marking registered words and phrases in direct quotations.





# PRINT

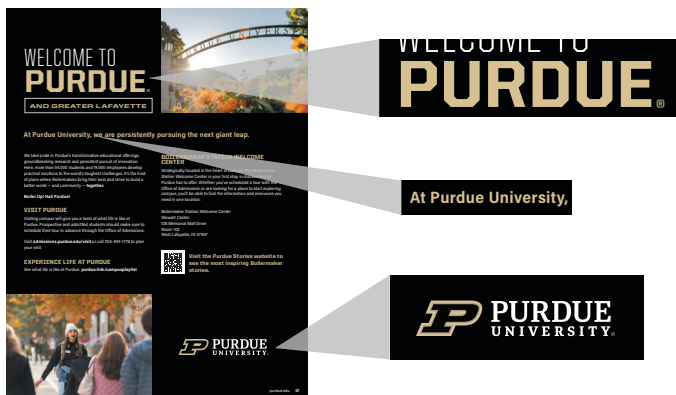
## Advertisement or marketing material graphics and body copy (flyers, billboards, posters, banners, brochures, promotional items, etc.)

*Note: All illustrations included within printed materials should adhere to this guidance.*

- All printed materials — excluding published books, promotional items and retail items — should include the Purdue signature logo.

## For short print materials (three pages or fewer)

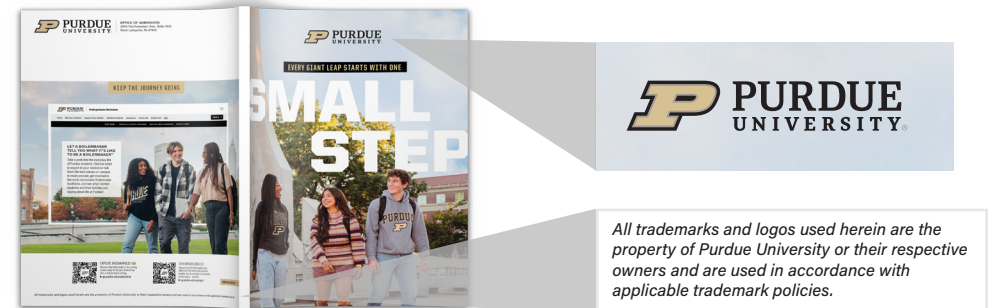
- Mark each mention of a unique trademark at least once in every document or advertisement — at the first instance of the mark or the most prominent use of the mark (e.g., in a heading).
- If “Purdue” is used and marked in the headline, it’s unnecessary to mark it again in body copy. Because the signature logo should be used on every document, additional symbols do not need to be used when “Purdue University” is included in the text.



## For longer print materials (more than three pages)

- To avoid repetitive symbols on trademarked words and phrases in longer printed documents, a statement claiming ownership should instead be included once in the document — in addition to the signature logo. Use the following statement:

*“All trademarks and logos used herein are the property of Purdue University or their respective owners and are used in accordance with applicable trademark policies.”*



## Business cards

- For Purdue University employees, there is a template that should be used to properly adhere to trademark usage.
- For all other mentions of trademarked words, phrases or logos, follow the guidance included in the “Advertisement or marketing material graphics and body copy” section.





# PRINT

## Environmental installations and campus branding graphics and body copy (*large banners, campus signage, building signage, art installations, environmental graphics, event signage, etc.*)

- Mark each unique trademark at the first instance or the instance with the most prominent use.
- If the signature logo is used and “Purdue University” is spelled out in a headline or body copy, the marked logo is sufficient, and additional symbols do not need to be used.



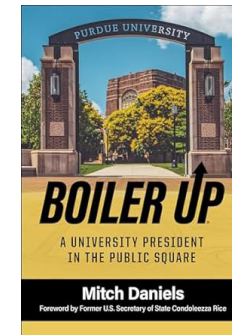
## Published reports and research

- Follow all guidance included in the “Advertisement or marketing material graphics and body copy” section.
- Poster summaries should use the Marq or InDesign templates to properly adhere to trademark usage. Visit [marcom.purdue.edu/toolbox/marq](http://marcom.purdue.edu/toolbox/marq) for more information.



## Published books

- **Cover art** — If a graphic treatment of a trademark or an official Purdue University logo is used, the appropriate trademark is required on the first reference on the front or back cover.
- **Internal art** — If a graphic treatment of a trademark or an official Purdue University logo is used, the appropriate trademark is required on the first reference inside the book.
- **Body copy** — No trademarks are needed because the references are covered under copyright law and are not part of the university’s licensing agreements.



## Promotional and retail items

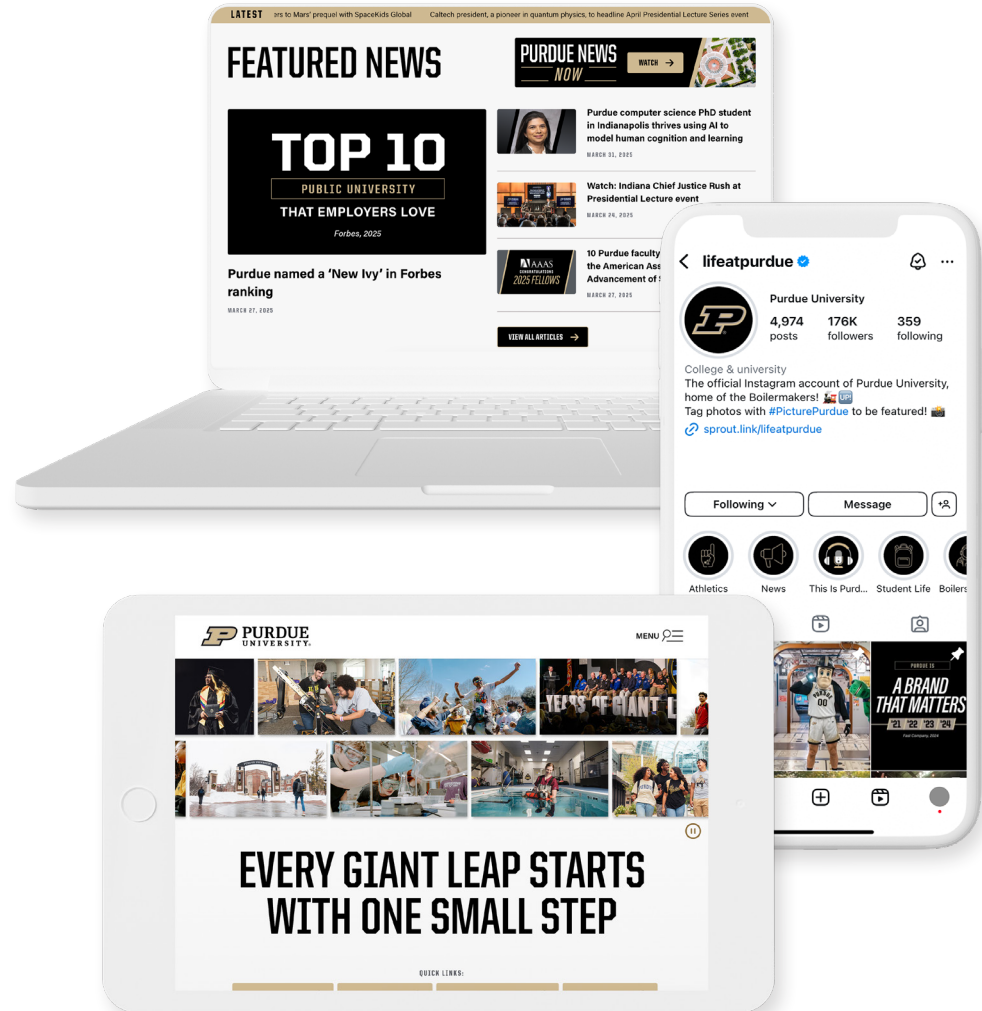
- Due to the method that the U.S. Patent and Trademark Office uses to classify trademarks and registered words and symbols, Purdue® (accompanied by a circle R symbol “®”) should be used in all required text and graphic instances except on promotional (giveaways, department apparel, etc.) and retail items. For promotional and retail items, Purdue™ (accompanied by a TM symbol) should be used.



# DIGITAL

**Promotional graphics (social media, digital ads, external webpages, emails, news releases, digital documents, etc.)**

- All uses of trademarked phrases, logos and wordmarks in digital promotional graphics do not require registration marks but must follow all brand standards.
- All illustrations should adhere to this guidance.
- A trademark mention in the footer or the bottom of a newsletter is required. Please use this language when appropriate: "Purdue University® and the Purdue University logos are registered trademarks of Purdue University in the United States and other countries. Use of Purdue University logos, names and marks without prior written consent is prohibited. All other trademarks, service marks and trade names are the property of their respective owners."



# DIGITAL

## Video (*paid advertisements, promotional videos, outros, bumpers, etc.*)

- All uses of the Purdue University signature logo, Motion P logo and all other registered trademark university logos require the use of the registration mark.
- All other uses of trademarked phrases and wordmarks do not require registration marks but must follow all brand standards.



## Body copy (*social media, digital ads, videos, external webpages, emails, news releases*)

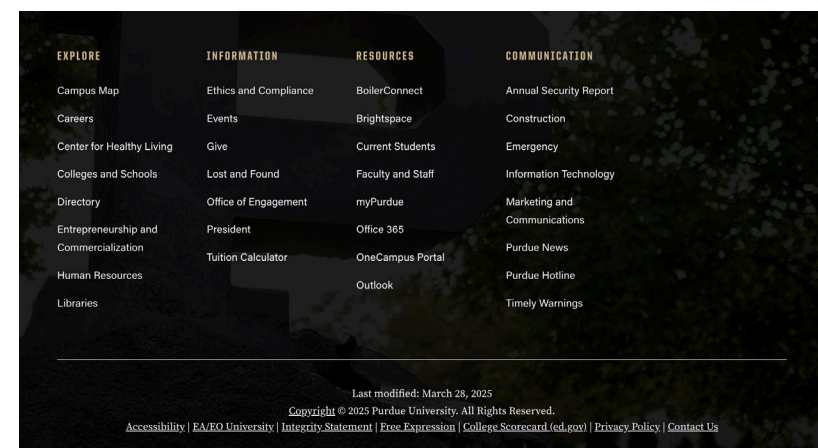
- All text instances of trademarked words and phrases in the above examples do not require trademark symbols.

## Purdue-owned webpages

- Graphics: The first reference requires the use of a registered mark.
- Body copy: Trademarks will be covered by the footer language (see Website footer section).

## Website footer

- All Purdue website footers must include a link to the webpage with the official trademark statement.



CONTACT INFORMATION

# *QUESTIONS?*

Contact Purdue Trademarks and Licensing

[Trademarklicensing@purdue.edu](mailto:Trademarklicensing@purdue.edu)

or Purdue Brand Studio

[Purduebrand@purdue.edu](mailto:Purduebrand@purdue.edu)

