March 2026

PURDUE UNIVERSITY

YOUR NEXT GIANT LEAP IS HERE.

Purdue University in Indianapolis

Style Guide

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WHAT IS A BRAND?

Our brand is an enduring platform that articulates the Purdue University 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 the Purdue University in Indianapolis 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.

The Sub-Brand Connection

To define the Purdue University in Indianapolis story, we must first draw direct ties to the overarching Purdue brand and then identify the key ways that Purdue in Indianapolis is unique.

The Purdue in Indianapolis strategy will maintain Purdue University's:

Essence
Who we are at our core

Positioning
What we stand for

Personality
How our voice ties to Purdue University

We will differentiate the Purdue in Indianapolis brand by uniquely defining our:

Audience
Who we need to reach

Core Value Proposition
Our unique value

Message
What we offer and why it matters

Section 1

STRATEGY

Brand Personality ▪ Audiences ▪ Messaging Framework ▪ Key Motivators ▪ Elevator Speech

Brand Personality

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

For Purdue University in Indianapolis, it's important that the brand retain some of the core personality traits of the Purdue master brand.

ALIGNED WITH PURDUE

Intentional

Purposeful, deliberate and serious
Focused on what works

Inclusive

An open-minded and supportive community with a collaborative spirit

Innovative

Intelligent, insightful and forward-looking
A dot-connector

EXPANDED FOR PURDUE IN INDIANAPOLIS

Respected

Proven, valuable, credible, reliable and rigorous
A brand that you can trust

Balanced

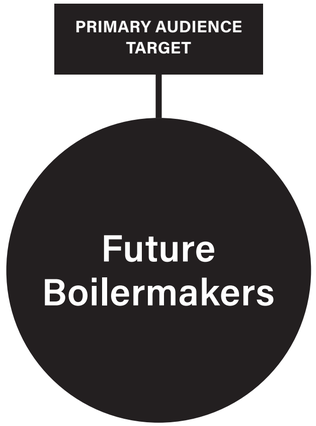
Confident, but never arrogant
Well-rounded and level-headed
Technologically savvy but social and empathetic

Driven

Relentless and persistent
Always leaning in
Startup mindset

Audiences

Audiences for this work include both external and internal segments. With each, it's important that we understand who we're speaking to and establish goals for each, so we can engage them most effectively.



The group we must inform and ultimately recruit. They experience the brand firsthand and directly benefit from what we offer.

Prospective students

Prospective student influencers
family members, high school counselors, mentors, etc.

Current students

This group is also a primary focus, but secondary to students. This audience directly impacts the brand's performance, market reputation and perception. Their commitment to the student experience is critical to overall success.

Local and regional employers

These are our most loyal supporters and most vocal champions. They are proud members of the Purdue community who have a vested interest in the institution and directly contribute to its continued success. This audience helps to drive perception and buy-in.

Faculty and staff currently connected to Purdue in Indianapolis

Audiences

PRIMARY AUDIENCE TARGET

PRIMARY AUDIENCE PARTNERS

SECONDARY AUDIENCE AMBASSADORS

FUTURE BOILERMAKERS

Goal

Excite and inform them about what Purdue University in Indianapolis is, who it's for and the return on investment of a degree.

Who they are

Prospective students

Prospective student influencers

What they need to know

- Purdue in Indianapolis is equal in quality and opportunity to Purdue West Lafayette.
- There is connection and close proximity to internships and tech-based jobs and startups.
- The specific focus on STEM-oriented education provides an unmatched opportunity for learning and a thriving career.
- The city of Indianapolis is our campus.
- This is an opportunity for innovative students to build something new together.

How they should feel

- Excited and proud to join the Purdue community
- Motivated and up for the challenge to achieve higher
- Inspired by the outcomes and benefits of a Purdue degree
- Ready to be a part of Purdue's next giant leap

Audiences

PRIMARY AUDIENCE TARGET

PRIMARY AUDIENCE PARTNERS

SECONDARY AUDIENCE AMBASSADORS

CORPORATE COLLABORATORS

Goal

Educate them and shape perception of Purdue's ability to provide work-ready, top-tier, STEM-trained talent, all in close proximity.

Who they are

Local and regional businesses and startups

What they need to know

- Purdue in Indianapolis is equal in quality and opportunity to Purdue West Lafayette.
- Purdue in Indianapolis provides a pipeline of top-tier, and STEM-and technology-trained talent, all in close proximity.
- Together, we're fueling growth and accelerating an innovation-based economy for Indianapolis, the state and beyond.

How they should feel

- Eager and ready to collaborate
- Assured in Purdue's ability to provide work-ready, innovation-minded talent
- Included in the Purdue in Indianapolis mission, vision and impact (short term and long term)

Audiences

PRIMARY AUDIENCE TARGET

PRIMARY AUDIENCE PARTNERS

SECONDARY AUDIENCE AMBASSADORS

THE BOILERMAKER COMMUNITY

Goal

Align them to amplify the core value proposition and key offerings, inspiring them to authentically share a unified brand story and key differentiators.

Who they are

Faculty and staff

What they need to know

- Purdue in Indianapolis will thrive because of them.
- The city of Indianapolis is our campus.
- The central location of Purdue in Indianapolis offers rich opportunity for groundbreaking research and new collaborations.
- Different address and experience, same Purdue

How they should feel

- Proud to be a part of Purdue's expansion and increased impact
- Excited to teach, train and support today's brightest minds
- Informed about Purdue in Indianapolis' mission, vision and key differentiators

Messaging Framework

To communicate effectively, we must organize our key messages into a hierarchy. This helps ensure we're consistently telling the Purdue in Indianapolis story in a way that's unique and has an impact. Our messaging framework outlines the key ideas to communicate (but not the exact words to use in materials).

CVP

Purdue University in Indianapolis delivers a STEM-infused, urban-based learning experience in order to build a driven, innovative and enterprising workforce for our region and beyond.

MESSAGE THEMES

THE EDUCATION	THE RESEARCH	THE EXPERIENCE	THE IMPACT
Jobs for the future ***to*** provide access to opportunity	Direct connection to industry ***to*** turn innovation into practice	An environment of growth ***to*** spur meaningful regional impact	A culture of persistence ***to*** fulfill Purdue's land-grant mission

AUDIENCES

THE EDUCATION	THE RESEARCH	THE EXPERIENCE	THE IMPACT
1. Future Boilermakers 2. Corporate Collaborators	1. Corporate Collaborators 2. Future Boilermakers 3. Boilermaker Community	1. Future Boilermakers 2. Boilermaker Community	1. Future Boilermakers 2. Corporate Collaborators 3. Boilermaker Community

PROOF POINTS

THE EDUCATION	THE RESEARCH	THE EXPERIENCE	THE IMPACT
▪ Strength of Purdue's reputation ▪ Tech-first approach ▪ Experience-led learning ▪ Industry and cross-disciplinary collaboration ▪ A connection to an emerging tech ecosystem	▪ Tech-based partnerships ▪ Accelerating the city's STEM-based pipeline ▪ Opportunities for deep collaborations ▪ Interdisciplinary approach ▪ Fueling the tech-based economy	▪ Learning in a thriving and diverse city ▪ An evolving campus with a startup mindset ▪ Innovation grounded in impact ▪ Directly applicable skills and insights for meaningful change ▪ Innovation to drive the city and region forward	▪ Creating solutions for the world ▪ Economic growth and vitality ▪ Preparing our students ▪ A hardworking and high-performance ethos ▪ Building our community

Key Motivators

Our motives for convictions are supporting evidence that reinforce our core value proposition and message themes. It provides credibility and trust that we can deliver on our brand promise in exciting and differentiating ways.

Future Boilermakers

Purdue University in Indianapolis is the learning experience of choice for motivated and future-minded engineering, business, science, health and human sciences, and polytechnic students. are ready to discover and learn in new and boundary-breaking ways. Situated in downtown Indianapolis surrounded by thriving businesses and industries, students benefit from close ties to our esteemed West Lafayette campus, creating a seamless immersion into the renowned Purdue experience, along with infinite opportunities for hands-on learning and discovery. Here, innovation meets opportunity to move you, our communities and our world forward.

Key Message Points

- Specific focus on key majors in high-demand industries
- Direct admission to engineering program
- Urban location
- Unmatched opportunity for learning, discovery and leadership
- A gateway to a thriving career

Corporate Collaborators

Purdue University now has a leading presence in Indianapolis to pioneer the ingenuity of Purdue in the heart of the state. Here, future-ready talent, new knowledge and business intersect to accelerate our STEM talent pipeline, fuel advancement and spur an innovation-based economy for our city, our state and our world.

Key Message Points

- Reinforcing Purdue University's brand and reputation
- Top-tier teaching and experiential education
- Workforce development and economic growth
- Opportunities for collaboration and real-world impact
- STEM-based education and discovery
- A gateway to a thriving career

Boilermaker Community

We're bringing the full force of Purdue University to our state's capital city. Located in vibrant downtown Indianapolis, 60 minutes from West Lafayette, our urban-based expansion is the choice for students who desire a Purdue degree in engineering, science or business, or a polytechnic education. Our immersion into the local and regional ecosystem will allow for deeper faculty-industry collaborations and student experiences. Together, we're taking our next giant leap.

Key Message Points

- Same quality education and high-caliber students as Purdue West Lafayette
- Opportunity for increased collaboration and research
- Programs and offerings
- Metropolitan location and vibrant city life
- Opportunities for collaboration and real-world impact

Elevator Speech

Our elevator speech is a concise and compelling summary of the Purdue in Indianapolis essence, core offering and impact. This message can be a valuable tool in networking events or any situation where a quick and compelling introduction to the brand is needed.

In a few words, Purdue in Indianapolis is:

Persistent Innovation. Together.

Purdue University in Indianapolis is an innovative, STEM-based collegiate experience connecting future-ready students, businesses and technology to accelerate Indiana's STEM pipeline and tech ecosystem, and fueling impact for our region and the world. This is our next giant leap.

Section 2

VOICE AND TONE

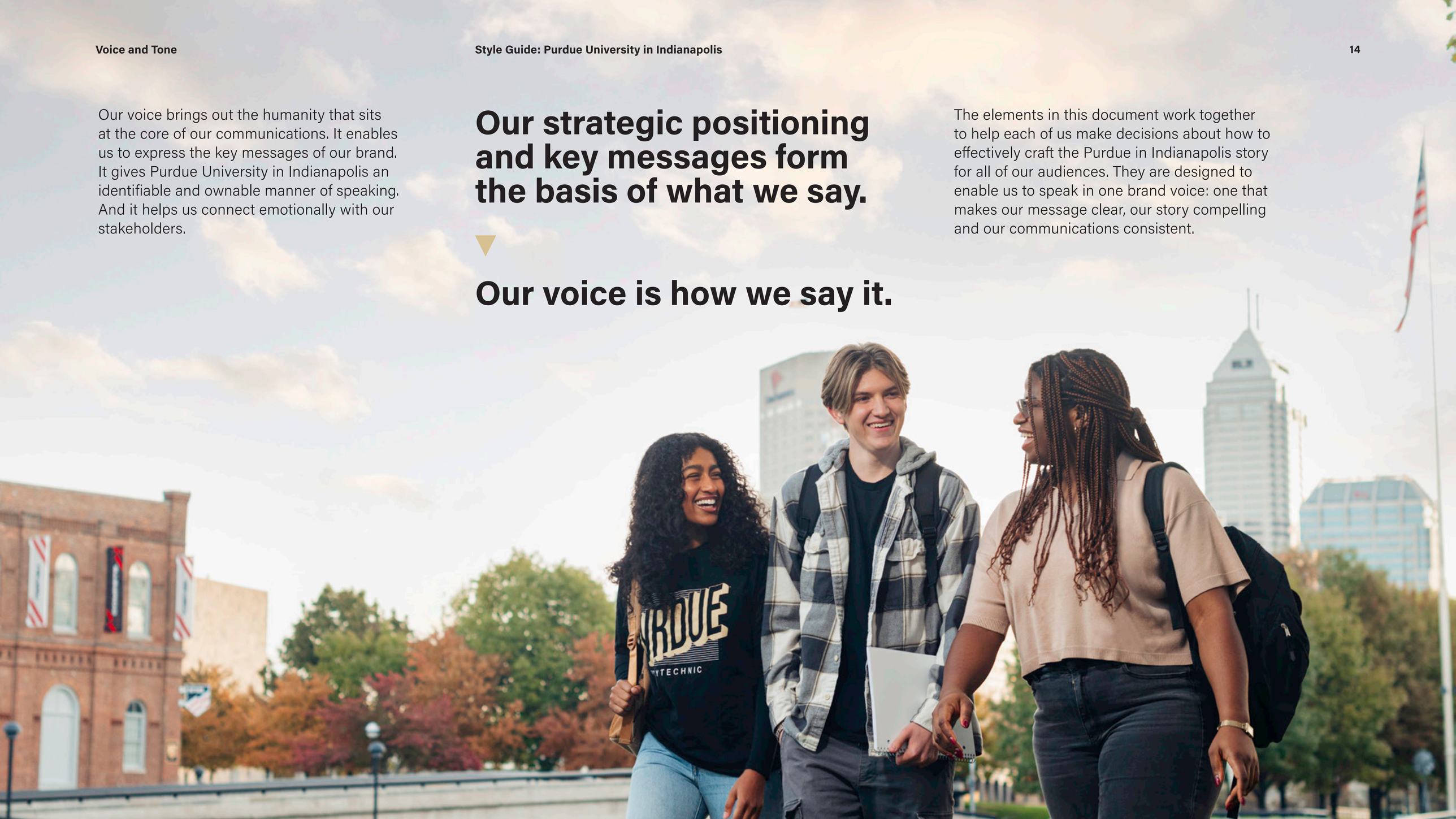
Brand Narrative ▪ Using the Narrative ▪ Key Themes

Our voice brings out the humanity that sits at the core of our communications. It enables us to express the key messages of our brand. It gives Purdue University in Indianapolis an identifiable and ownable manner of speaking. And it helps us connect emotionally with our stakeholders.

Our strategic positioning and key messages form the basis of what we say.

Our voice is how we say it.

The elements in this document work together to help each of us make decisions about how to effectively craft the Purdue in Indianapolis story for all of our audiences. They are designed to enable us to speak in one brand voice: one that makes our message clear, our story compelling and our communications consistent.



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.

It's the risk-takers, the innovators, the game-changers who are drawn here. They come from all over, to be here, in Indianapolis. They bring their curiosity, their drive and their persistence to build something new together. Something faster. Something better. Something bigger.

Here, you'll find a world-renowned institution that's securing the future of the world's most innovative industries. You'll find experiential, hands-on, real-world learning that's driving immediate impact.

Here, we're shaping the jobs of tomorrow with direct connection to the industries that are building them.

We are a community of problem-solvers creating a world of opportunity. We are thinkers and doers, unafraid to dream big.

We bring a storied persistence that drives us forward again and again and again. Here you can transform your future as you build the future, discover who you are and create what's next.

Here you can connect, innovate, invent, grow, lead and inspire. You can ignite a better world for all of us, from a place known for its drive, its speed, its acceleration.

It's here where you can take your next steps.

Purdue University in Indianapolis.
Your next giant leap is here.

Using the 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.

NOTE: Specific copy standards for Purdue in Indianapolis can be found through the Purdue Brand Studio portal: marcom.purdue.edu/toolbox/editorial-style-guide

Ensure that our personality comes through.

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

Maintain consistency.

When every communicator uses the narrative as a guide, we can ensure that all communications work together as a family, with one common voice and a consistent brand identity.

Amplify our story to ensure that it is 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 one story multiple times, across all media, with all our audiences.

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 also remembered. When all of our content aligns with this positioning, we give our message heightened meaning and greater relevance.

Speak with a united voice across colleges, schools and locations.

Our Indianapolis location includes The Mitch Daniels School of Business majors. Daniels School has its own brand localization. Communications pertaining to Daniels School in Indianapolis should use brand language that is common to both, such as future-ready leaders, real-world learning, STEM-infused programs, innovative majors and tackling today's toughest challenges. See Section 5 for an example of combining the Indianapolis brand with the Mitch Daniels School of Business brand localization.

Key Themes

At the heart of the Purdue in Indianapolis story is the Purdue story. All of the language we employ for the Purdue brand is applicable and relevant. We help our students transform their small steps into giant leaps. We persistently pursue what's next. And we do it again and again and again. It's important to make the case that Purdue is Purdue, no matter where we're operating and no matter which audience we're addressing. Consistent use of our brand voice will help maintain a link to the wider Purdue brand.

PERSISTENT PURSUITS and *GIANT LEAPS.*

Examples

Your next giant leap is here.

Driving us forward,
again and again and again.

It's here where you can take your
next steps.

Here, we persistently pursue
what's next.

Key Themes

We are proud of our home in the city of Indianapolis, and we showcase what's possible here at every turn. We are connected to the forward-thinking industries that exist here. We tap into the incredible resources that are found here. We are a vital part of the community that thrives here. It's why we bring the world-class Purdue experience here. The use of "here" language helps us make the connection between the power of Purdue and the impact we have right here in Indianapolis.

WHAT HAPPENS HERE.

Examples

Innovate here.

Create here.

Invent here.

Inspire here.

Take your next giant leap here.

Here, we're shaping the jobs of tomorrow.

Here, we're creating a world of opportunity.

Here, we're unafraid to dream big.

Here, we're building something new together.

Key Themes

Purdue University in Indianapolis is an accelerator and reflects the speed that our hometown is known for. Keep this kinetic energy in mind as you craft communications: the way we accelerate our students toward their educational and career goals, the way we speed innovations into solutions, the way we drive change in the industries and companies we partner with. Evocative language will help us connect our work to the reputation of Indianapolis and enable audiences feel this excitement for themselves.

THE ENERGY, EXCITEMENT
and *SPEED OF OUR INDIANAPOLIS HOME.*

Examples

Driving change in every field.

Advancing bigger ideas.

Accelerating new solutions.

Building something faster.
Something better.
Something bigger.

Key Themes

Through our brand story we are calling to the world. We are asking all who share in our vision, all who see the possibilities we're creating, and all who recognize the opportunities to be found here to join us in the spirit of innovation, entrepreneurship and ambition. We see the potential in each student who comes here, and we highlight their skill, talent and character.

TOGETHER, WE ARE BUILDING SOMETHING NEW IN INDIANAPOLIS

Examples

It's the risk-takers, the innovators and the game-changers who are drawn here.

Bring your curiosity. Bring your drive. Bring your persistence.

Community of innovators and instigators who are building something new together

We are thinkers and doers, problem-solvers and trailblazers.

People come here to build something new, together.

Industry-connected professors committed to student success

Key Themes

Ours is a world-class institution with a pedigree that supports the story we tell. When appropriate, use relevant rankings, stats and superlatives as proof points for the larger messages of our strategy.

For Purdue's most up-to-date rankings, please go to marcom.purdue.edu/toolbox/facts-and-figures/

RANKINGS THAT SUPPORT OUR REPUTATION

Examples

Top 8 Public University in the U.S.
(QS World University Rankings, 2025)

#1 Public University in Indiana
(*U.S. News & World Report*, 2025)

Top 10 Most Innovative University in the U.S., 7 Years Running
(*U.S. News & World Report*, 2025)

#4 University in the U.S. for Patents
(U.S. Patent and Trademark Office, 2024)

#8 Undergraduate Engineering Program in the U.S.
(*U.S. News & World Report*, 2025)

#5 Graduate Engineering Program in the U.S. (*U.S. News & World Report*, 2025)

#1 Most Recognized Public University in the U.S. *(American Caldwell, 2025)*

#1 Public University in Indiana for ROI
(Foundation for Research on Equal Opportunity, 2024)

Section 3

IDENTITY

Guidance ▪ Nomenclature ▪ Logos ▪ Parameters ▪ Color

Guidance

The vision and intention of Purdue University in Indianapolis is to be an expansion of Purdue University. The metropolitan location and offering will uphold the Purdue reputation and enrich the Purdue enterprise story. Our master brand is one of the most prominent and recognized university brands worldwide. Consistent, correct usage of the logo is vital to protecting that equity.

PRIMARY

The signature Purdue University logo is the primary visual identity for Purdue University in Indianapolis.

In rare cases, the modifier to the Purdue University logo that reads “in Indianapolis” may be used by Purdue Brand Studio only to provide context to the audience. All outward-facing material must use the signature logo without the modifier.

Intention behind this logo:

▼

Build awareness, credibility and trust for Purdue in Indianapolis

Create a clear distinction from Indiana University and IUPUI past

Generate “Purdue” excitement among first-year students, faculty, staff and the neighboring community

Communicate unquestionably that Purdue has arrived in Indianapolis

Position Purdue in Indianapolis as one of the nation’s most innovative ventures in higher education

Nomenclature

Nomenclature is a system or set of rules used to shape a brand's overall identity. A well-thought-out brand nomenclature also creates coherence and consistency.

Establishing nomenclature for Purdue University in Indianapolis will foster consistency among the brand's communicators and ambassadors, and strengthen awareness and differentiation.

On first reference, use "Purdue University in Indianapolis."

Additional references can use "Purdue in Indianapolis."

Copy should never use "Purdue Indianapolis," "Purdue University Indianapolis," "Purdue Indy" or "Purdue in Indy."

For guidance on general terms to use in reference to Purdue in Indianapolis, including "campus", "location" and "expansion", please refer to our online copy guide at: marcom.purdue.edu/toolbox/editorial-style-guide

	Formal Name	Informal Name
	PURDUE UNIVERSITY IN INDIANAPOLIS	PURDUE IN INDIANAPOLIS
WHY IT WORKS	▪ Displays direct link to the master brand ▪ Draws on the Purdue reputation ▪ Creates urban differentiation ▪ Builds equity with the city of Indianapolis ▪ Draws immediate differentiation as an expansion	▪ Linked to the master brand ▪ Draws on the Purdue reputation ▪ Creates urban differentiation ▪ Builds equity with the city of Indianapolis ▪ Draws immediate differentiation as an expansion
WHEN TO USE IT	▪ Initial reference ▪ Primary communications (earned media, paid media, press releases, board communications, etc.) ▪ External references and formal assets	▪ Second and subsequent references (earned media, press releases, board communications, etc.) ▪ External and internal references ▪ Ideal for visual assets
ALSO KEEP IN MIND	▪ Gets lengthy for logos, visual elements and verbal mentions ▪ Is least likely to be organically adapted by external audiences ▪ Prioritize building equity in the formal name	▪ Most ideal for establishing campuswide and internal communications ▪ Easily adaptable for internal and regional audiences

Logo

Our logo signature acts as an identifier, highlighting our location and connection to the quality and impact of Purdue University. It should always be the most consistent component in our communications.

NOTE: Logos and other identity assets must never be manipulated, altered or modified.

Vertical Alignment

The logo is stacked and centers the Motion P and wordmark.

Horizontal Alignment

The wordmark aligns to the right of the Motion P, allowing the signature to scale the full width.

Parameters

By maintaining clear space and establishing size limits for the logo signature, we can represent our brand in its best light, while maintaining readability and clarity.

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 height of the Motion P as a measuring tool for the proper clearance.

Sizing

To ensure legibility, do not reproduce the logo at widths smaller than indicated above. There is no maximum size limit, but use discretion when sizing the logo — it should always live comfortably and clearly as an identifying mark.

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.

NOTE: These variations of our logo are available in CMYK, spot color and RGB.

THREE COLOR

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

FULL COLOR, POSITIVE

FULL COLOR, REVERSED

ONE COLOR

The one-color logo should be used sparingly: only when printing restrictions demand it.

ONE COLOR, POSITIVE

ONE COLOR,
BOILERMAKER GOLD

ONE COLOR,
WHITE

Section 4

VISUAL ELEMENTS

Typography ▪ Color ▪ Photography ▪ Graphic Elements

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 Headline
Acumin Pro ExtraCondensed Italic

INVENTED HERE.

Secondary Accents
Acumin Pro Bold

A SMARTER TECH ECOSYSTEM.

Body Copy
Acumin Pro Regular

Before it powered solutions,
it was powered by Indy.

Typography:
Acumin Pro Extra Condensed

Acumin Pro Extra Condensed is a thin and tightly tracked cut variation of Acumin Pro. We use it, set in italics, for headlines and other impact moments. Its aesthetic reflects the forward momentum and innovation that is happening at Purdue in Indianapolis. This is a Purdue University brand font that's available for download at marcom.purdue.edu/install-brand-fonts.

Acumin Pro ExtraCondensed Italic

Light	*Italic*	Aa	Bb	Cc	Dd	Ee
Regular	*Italic*	Aa	Bb	Cc	Dd	Ee
Medium	*Italic*	Aa	Bb	Cc	Dd	Ee
Semibold	***Italic***	**Aa**	**Bb**	**Cc**	**Dd**	**Ee**
Bold	***Italic***	**Aa**	**Bb**	**Cc**	**Dd**	**Ee**
Black	***Italic***	**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

0123456789

Typography:
Acumin Pro

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, this typeface works well for large sections of body copy, as well as for captions and callouts.

Acumin Pro is a Purdue brand font that's available for download at marcom.purdue.edu/install-brand-fonts.

Acumin Pro

Extra Light	*Italic*	Aa	Bb	Cc	Dd	Ee
Light	*Italic*	Aa	Bb	Cc	Dd	Ee
Regular	*Italic*	Aa	Bb	Cc	Dd	Ee
Medium	*Italic*	Aa	Bb	Cc	Dd	Ee
Semibold	***Italic***	**Aa**	**Bb**	**Cc**	**Dd**	**Ee**
Bold	***Italic***	**Aa**	**Bb**	**Cc**	**Dd**	**Ee**
Black	***Italic***	**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

0123456789

Typography:
Usage

Acumin Pro Extra Condensed Italic

▼

INDUSTRY CONNECTIONS TO THE JOBS OF TOMORROW.

Headlines

Short phrases

Acumin Pro Regular

▼

Real-world learning.
Immediate impact.

Body copy

Callouts

Acumin Pro Bold

▼

A COMMUNITY OF PROBLEM-SOLVERS.

A WORLD OF OPPORTUNITY.

Subheads

Accents

Color

Our color palette, purposefully restrained, ties directly into Purdue's primary colors of Boilermaker Gold and black. This allows for a direct connection that embraces the ethos of one Purdue, reflecting the fact that Purdue in Indianapolis is our innovative, urban expansion.

Black

PRIMARY

CMYK
0 **C** 0 **M** 0 **Y** 100 **K**

HEX
000000

RGB
00 **R** 00 **G** 00 **B**

Boilermaker Gold

ACCENT

BOILERMAKER GOLD C
Pantone 7502

CMYK
13 **C** 20 **M** 45 **Y** 3 **K**

HEX
CFB991

RGB
207 **R** 185 **G** 145 **B**

BOILERMAKER GOLD U
Pantone 7502

CMYK
13 **C** 22 **M** 50 **Y** 5 **K**

Color: **Support**

In rare instances, a composition may need a neutral or accent element to stand out from our primary colors. When that is the case, we lean on Purdue's supporting palette and pull from these color builds. All neutrals should be used sparingly.

Pantone 425 C

Steel

CMYK 63 / 51 / 45 / 33
RGB 85 / 89 / 96
HEX #555960

Pantone Cool Gray 9

Cool Gray

CMYK 50 / 40 / 34 / 17
RGB 111 / 114 / 123
HEX #6F727B

Pantone 402 C

Railway Gray

CMYK 34 / 30 / 33 / 8
RGB 157 / 151 / 149
HEX #9D9795

Pantone 400 C

Steam

CMYK 20 / 17 / 19 / 0
RGB 196 / 191 / 192
HEX #C4BFC0

White

CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #FFFFFF

Pantone 425 U

CMYK 46 / 35 / 32 / 28

Pantone Cool Gray U

CMYK 41 / 31 / 26 / 18

Pantone 402 U

CMYK 29 / 26 / 30 / 11

Pantone 400 U

CMYK 17 / 16 / 20 / 1

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 broad categories: **capturing city life** and **academic moments**. Both help offer a visual snapshot of the energy and academic space offered within our Indianapolis location.

One unique aspect to our imagery for Purdue in Indianapolis is its overall tone and post-production aesthetic — these photos have more grit and texture, and dial up darker tones significantly.

NOTE: Some images used in this section are stock photos that are not owned by Purdue. Therefore they cannot be used in any print or digital designs, or otherwise. They are featured as inspiration for future photo shoots and direction for lighting.

Photography: **Capturing City Life**

Architecture Spotlights

From building facades to skyline features, these spotlights provide a real and intimate snapshot of life in Indianapolis. They should feel more immersed in the city than typical tourism shots.

Infrastructure Accents

Patterns, crosswalks, transit — we ground compositions in the small nuances that make city life feel urban, with subtle nods to the environment surrounding our downtown.

Active City Living

These moments capture our students and location community amid our urban environment, with a candid and slice-of-life aesthetic — intentionally living among these spaces instead of visiting or posing near them.

Photography: **Academic Moments**

Individuals

Our community is built on a strong collective of innovative individuals. Our portrait style presents people as heroes within an environment.

Interactions

Collaborations spark the small steps toward what's next. When we capture group moments, they should always feel active and engaged — never posed or symmetrical.

Immersed

Compositions with tight crops or obstructed foregrounds can create a sense of depth and immersion that aligns with the focus and passion our individuals bring to their work.

Photography: **Post-Production Presets**

To give our photography its own look and feel, inspired by our urban setting in Indianapolis, we've developed a collection of editing presets with the following goals in mind:

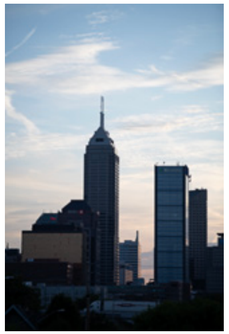
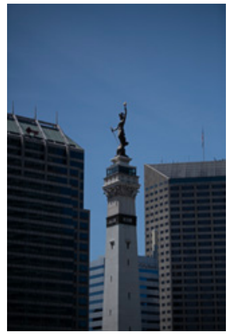
- An overall feel that's welcoming and inviting
- True and flattering depictions of diverse skin tones from across our student body
- Cooler tones in shadows to mimic the character of the downtown location
- Higher contrast for an exciting and eye-catching aesthetic

Some details about our approach to these presets for Purdue in Indianapolis:

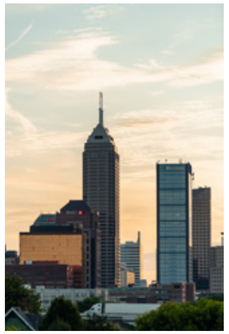
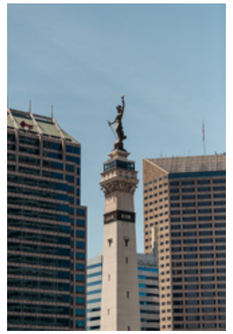
- Natural white balance
- Vibrant yellows to highlight Purdue gold
- Preserved detail in highlights and shadows

When needed, we can share these presets with certain partners to make sure that all images are edited in a similar fashion. The presets will need to be adjusted based on the photographer's camera settings — focusing on the basics such as exposure, white balance, highlights, shadows, blacks, whites, etc. so that we maintain the same overall feel.

Before

After

Graphic Elements: **Line Extensions**

Our work and the experience at Purdue in Indianapolis are in constant motion and enduring. To visualize that spirit, horizontal strokes accent headlines to “extend” their impact and create a sense of motion.

Line extensions can be simple or elongated, but never should feel like an underline to the typography.

For lines above and below type, use 1/4 of the x height for spacing.

NOTE: The horizontal lines never intersect with the typography — there is vertical space proportionally scaled to the headline and the stroke to allow for negative space around the text.

When using horizontal lines with photography, the lines should always run behind the photo layer.

Examples

Graphic Elements: **Compositional Accents**

Dropped Pin

INNOVATION STARTS HERE.

STEM-FOCUSED MAJORS

Another element based on navigation, these arrows can be used in text to mark, direct or link various compositional elements.

The width of the dropped pin should be kept consistent across usages.

DIGITAL ONLY

Crossroads

A subtle nod to our city's nickname — the Crossroads of America — these accents are used to anchor photo containers within layered compositions. They should be used sparingly.

Graphic Elements: **Photo Stacks**

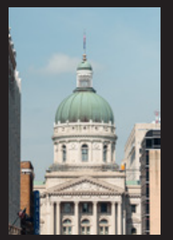
The Purdue in Indianapolis experience is layered and infused with energy and opportunity because of the mash-up of our location and academic moments. Photo stacks allow us to visually show that experience.

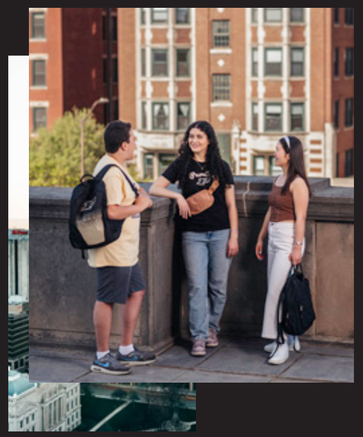
Photo stacks are rhythmically balanced collages that mix images from two different categories: a portrait or an academic moment, paired with an urban or location photo. These graphic elements should always remain simple and never exceed the ratios to the right — but the scale of the images to one another will be dictated by the composition's needs.

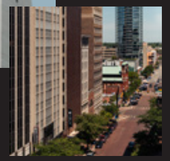
NOTE: There should always be one photo that is dominant and one that is secondary — our photo stacks should never be equal in scale to one another. The smaller photos should "lift" the primary photo forward.

1 : 1

2 : 1



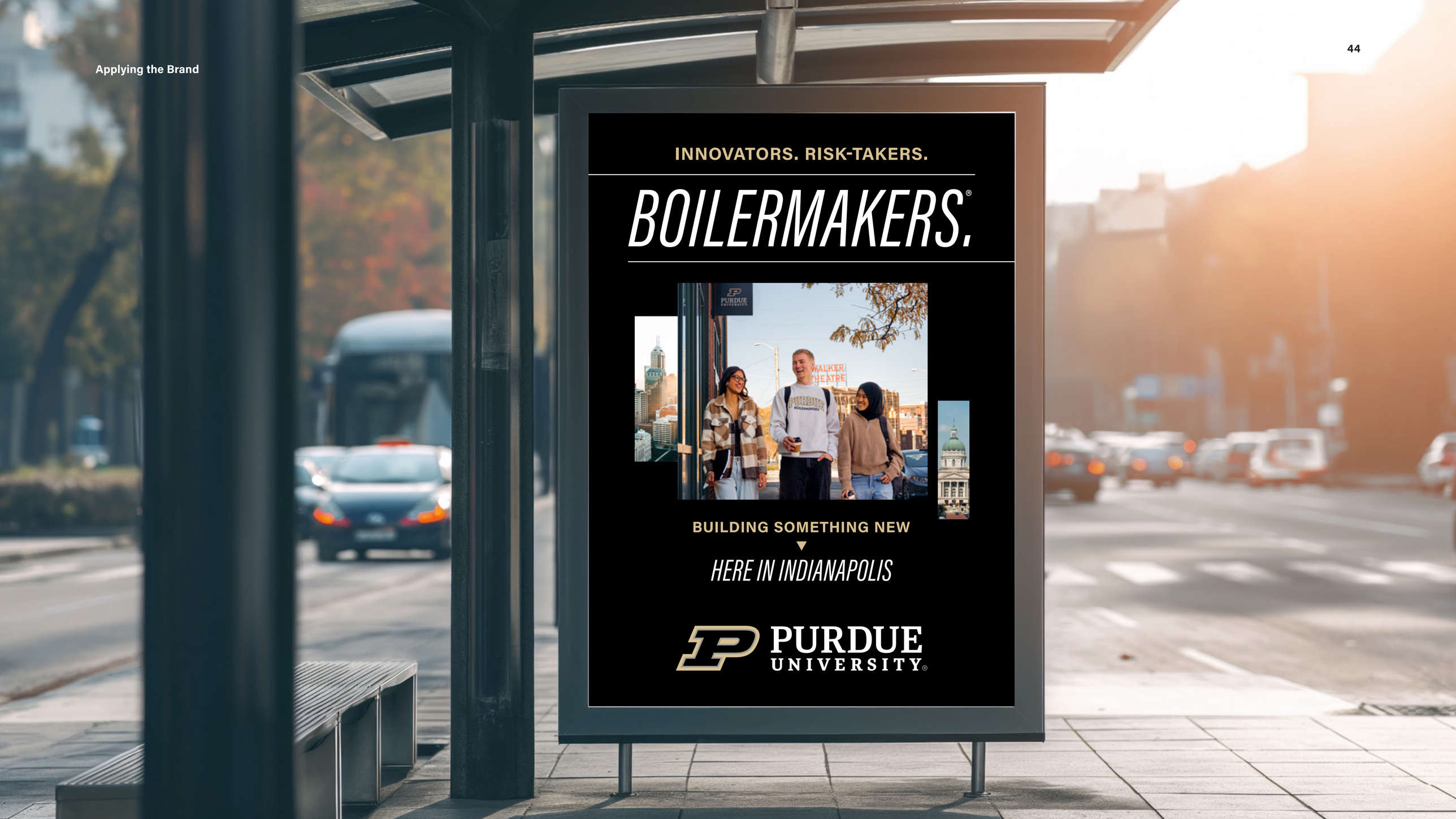




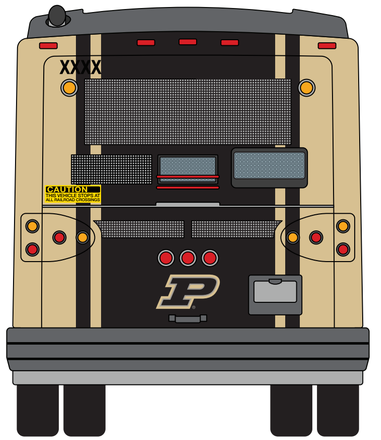
Section 5

APPLYING THE BRAND

CAREER-READY STUDENTS
ACCELERATING INNOVATION IN INDIANAPOLIS
PURDUE UNIVERSITY


INNOVATORS. RISK-TAKERS.
BOILERMAKERS®
BUILDING SOMETHING NEW
HERE IN INDIANAPOLIS
PURDUE UNIVERSITY®

XXXX
"I'VE LOVED
FORGING CONNECTIONS."
SARAH | AI STUDENT IN INDIANAPOLIS
PURDUE
UNIVERSITY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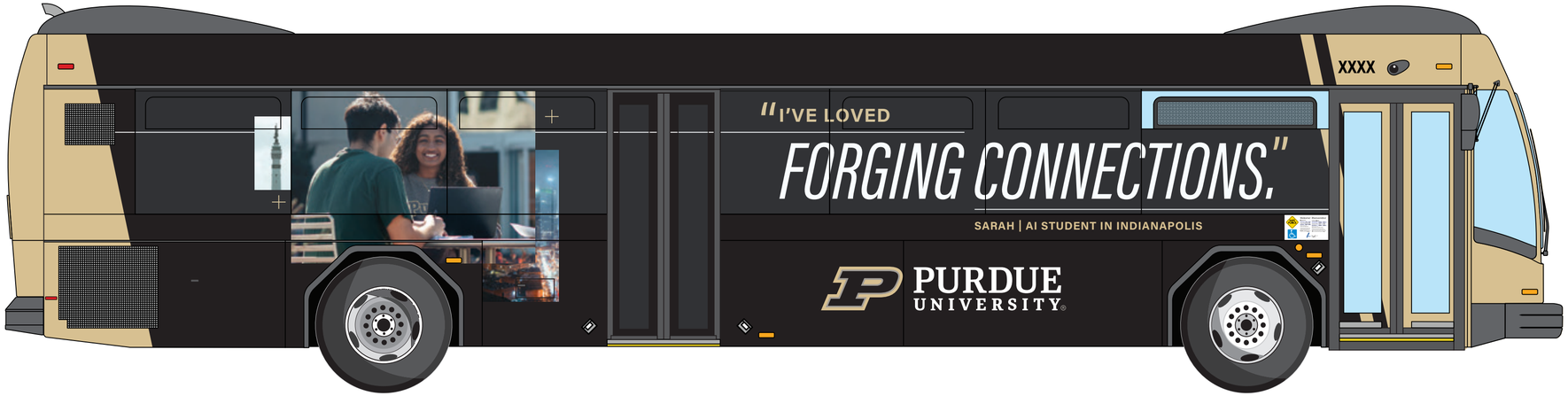
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"I'VE LOVED
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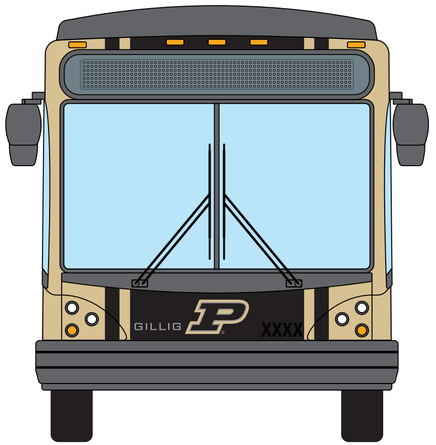
SARAH | AI STUDENT IN INDIANAPOLIS
PURDUE
UNIVERSITY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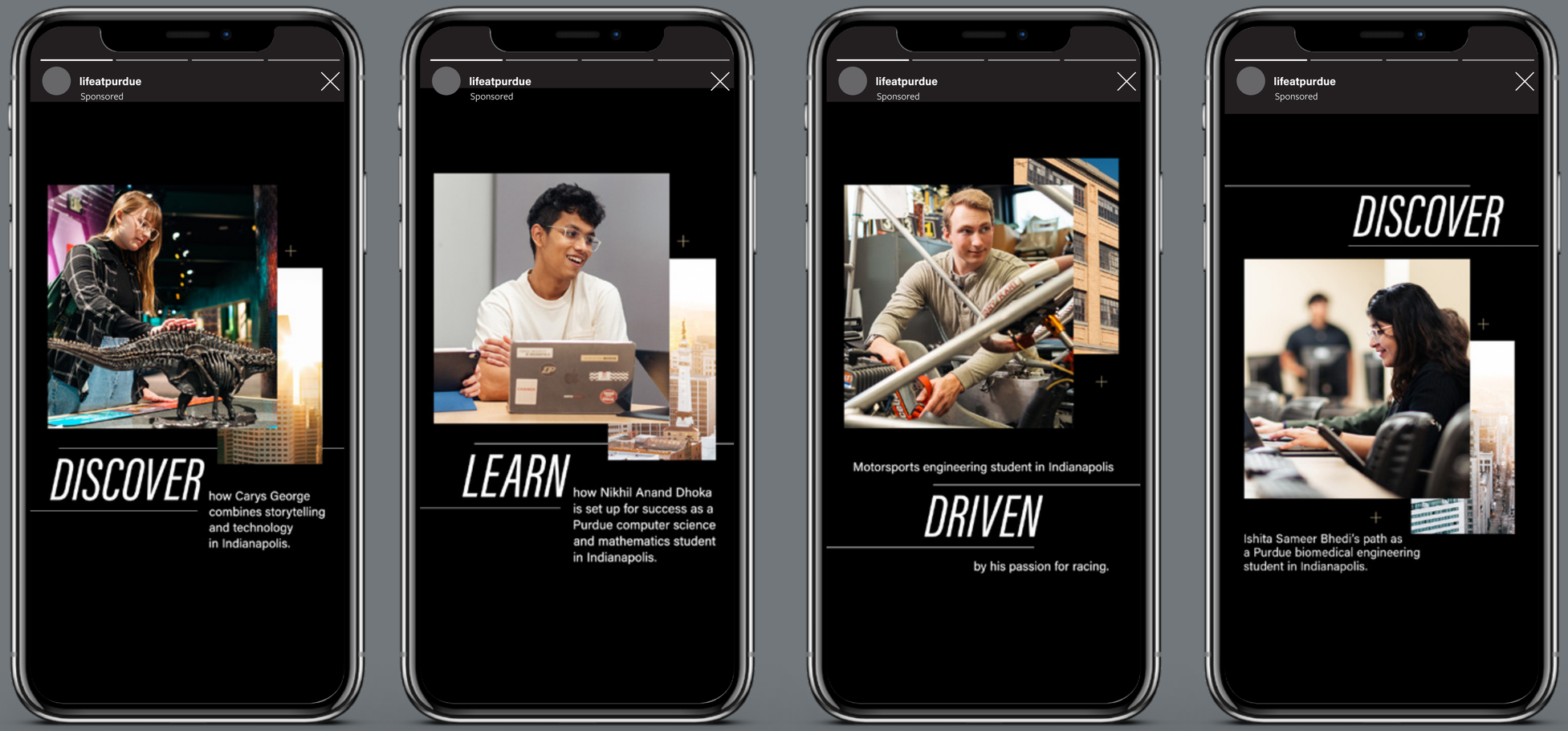
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DISCOVER
how Carys George combines storytelling and technology in Indianapolis.
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LEARN
how Nikhil Anand Dhoka is set up for success as a Purdue computer science and mathematics student in Indianapolis.
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Motorsports engineering student in Indianapolis
DRIVEN
by his passion for racing.
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DISCOVER
Ishita Sameer Bhedi's path as a Purdue biomedical engineering student in Indianapolis.

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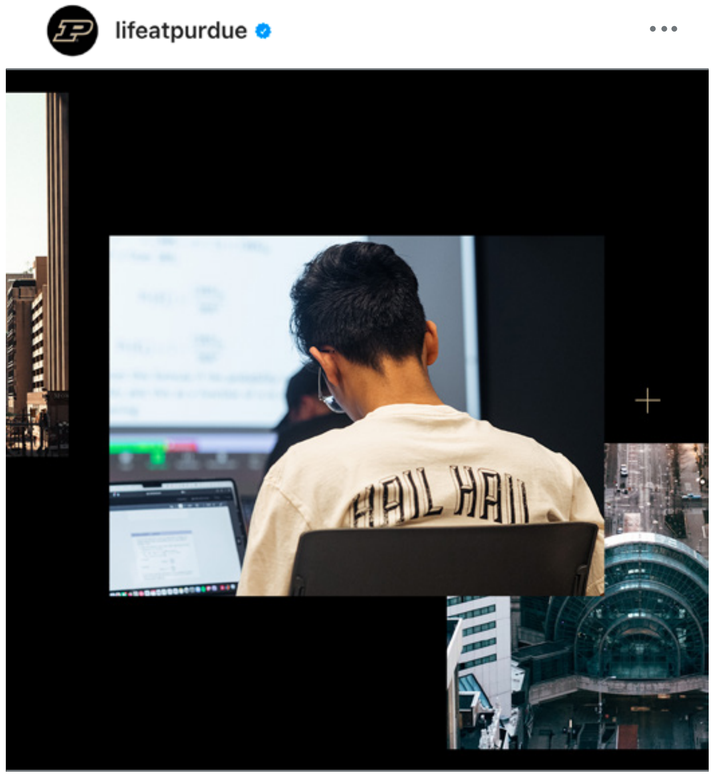
Nikhil Anand Dhoka is taking us along to experience his typical schedule. #PurdueIndianapolis



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🦖 Designing museum experiences
🕵️ Wearing spy glasses

It's just a day in the life of Carys George, a Purdue themed entertainment design student in Indianapolis. #PurdueIndianapolis

Learn more at the 🔗 in bio.

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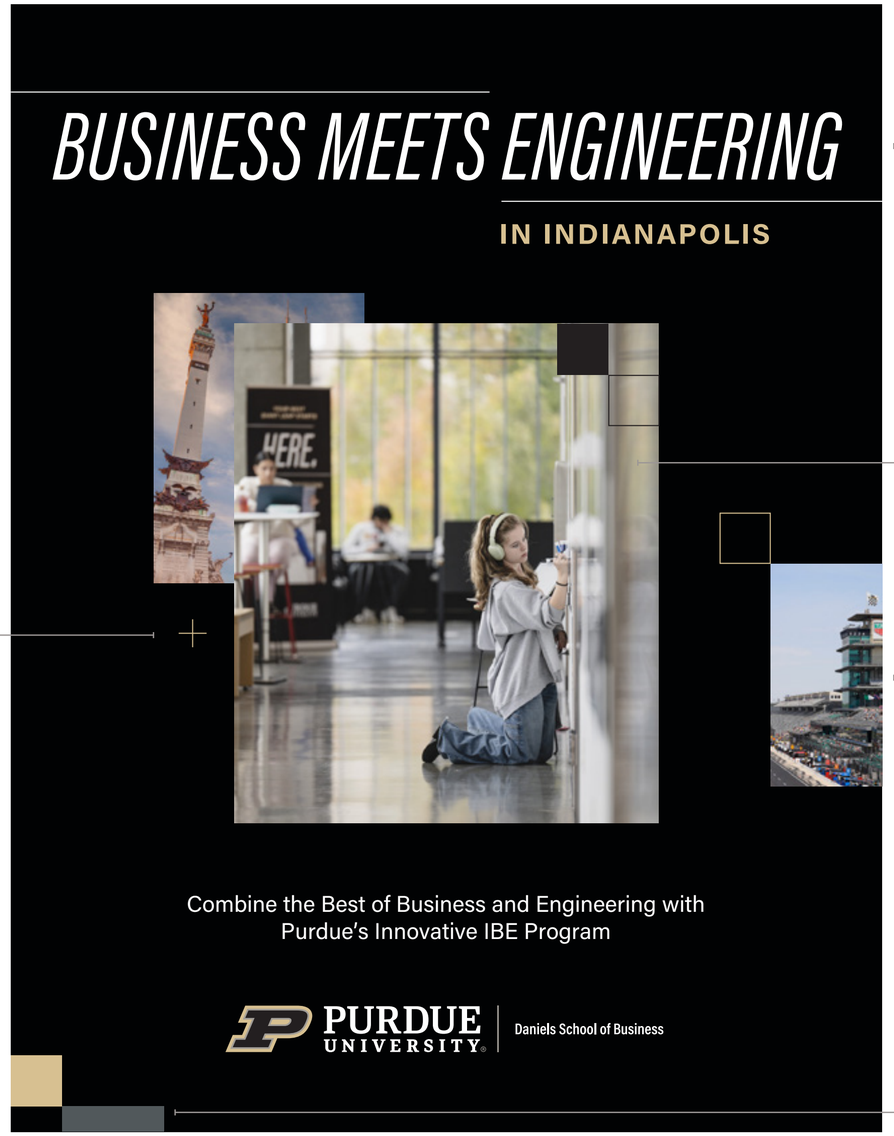
Using the master and Indianapolis brands together

When both West Lafayette and Indianapolis are featured on a creative asset, such as top-of-funnel admissions materials and initiatives that span both campuses, the master brand is primary with elements from the Indianapolis brand layered in.

Applying the Indianapolis brand to Daniels School of Business

The Indianapolis brand serves as the primary visual hierarchy when showcasing Daniels School in Indianapolis. Key elements of the Daniels School brand — such as photography, building blocks and connection points — can be integrated to clearly differentiate Daniels School within the Indianapolis brand system.



Indianapolis brand typography for headlines

Indianapolis brand photo stack

Use crossroads sparingly

Bring photos to the edge to merge the Indianapolis brand with Daniels School building blocks

Add subtle building blocks or connection points throughout

Explore the Daniels School brand guide:
business.purdue.edu/marcom/brand.php

Using **Reasons to Believe (RTBs)** that resonate with the audience

Based on message testing with the target audience, the following RTBs best support Purdue University in Indianapolis' positioning and generate the highest student interest.

STEM-focused majors in leading and emerging fields

The merging of business and technology to prepare students for high-demand industries

Graduates who excel in competitive, high-demand industries

Real-world, hands-on approach to learning

Career-focused students who work alongside faculty and researchers to pioneer solutions to today's toughest challenges

Unique ability to connect all students to co-ops

Future-ready students prepared for high-demand careers

Career-focused clubs and organizations that build community and secure internships and jobs

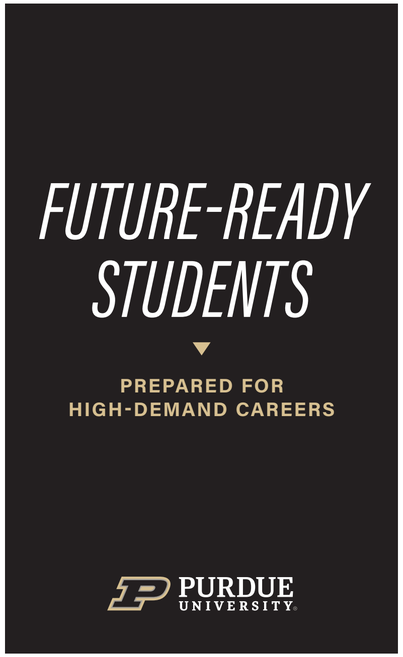
Cross-disciplinary innovation

With specific regard to engineering programs, these themes performed the best:

Opportunity for students to jump-start their careers with direct admission to the engineering major of their choice

Guaranteed paid co-op or research internship for engineering undergraduates in good standing

Purdue leads the only ABET-accredited undergraduate motorsports engineering program in the country at our Indianapolis location.



Contact **Information**

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West Lafayette, IN 47906
765-494-2034

For brand-specific questions regarding Purdue University in Indianapolis, please contact Lauren Motuliak at lmotuliak@purdue.edu.

marcom.purdue.edu/contact