

SECTION 2

BRAND LAUNCH

MASTER BRAND

NARRATIVE

BRAND NARRATIVE

PURDUE UNIVERSITY.

THE PERSISTENT PURSUIT OF THE NEXT GIANT LEAP.

NARRATIVE BREAKDOWN

NARRATIVE	MESSAGING THEME
<p>Throughout our history, generations of Boilermakers have left their mark. In small steps and giant leaps.</p>	<p>▪ Drawing strength from our history of accomplished alumni and the desire to continue the tradition of excellence.</p>
<p>And today, we continue in those footsteps. Because the world still faces tough challenges. The adventure still lies ahead.</p>	<p>▪ This shared drive is what unites Boilermakers—the adventure of discovery, our land-grant mission and our focus on solving tough challenges.</p>
<p>So we keep learning. We keep going.</p>	<p>▪ Undaunted in our pursuit, Boilermakers never quit.</p>

NARRATIVE BREAKDOWN

NARRATIVE	MESSAGING THEME
<p>We keep going with every tiny epiphany that comes from the thrill of discovery. We keep going with each unexpected realization that uncovers new knowledge and possibility. We keep going because it's what keeps us going. Persistent in our pursuit of innovation, again and again and again.</p>	<ul style="list-style-type: none">▪ This is why we discover. We drive meaningful change because it's what fuels us. We love the adventure of discovery.▪ This is how we grow—professionally and personally. Finding the drive within as we seek out something new.▪ Reinforcing the culture of persistence, determination, resilience, grit and dogged determination.

NARRATIVE BREAKDOWN

NARRATIVE	MESSAGING THEME
We leave nothing untried, nothing untested, and nothing undone. It's why we work harder here. Why we strive to be our best so we can become the best. Because we are the instigators of progress. It's what we live for. And it's what we're here for.	<ul style="list-style-type: none">Here, we work hard, but we're not here for the fame or the accolades. We do things right and see them through. Being your best means you sometimes become the best.We're prone to action, and our actions create smart solutions to big problems. We love what we do and even more, we love that our work helps move the world forward.
Always, always, taking the next step, together. Because every giant leap starts with one small step.	<ul style="list-style-type: none">We take a practical approach — deliberately working step-by-step to address tough challenges.
<i>PURDUE UNIVERSITY</i> <i>THE PERSISTENT PURSUIT OF THE NEXT GIANT LEAP.</i>	<ul style="list-style-type: none">This is how we innovate. Together.

ELEVATOR SPEECHES

IN 30 SECONDS

At Purdue University, we never stop in our persistent pursuit of the next giant leap.

Together, in this community, we are dedicated to providing an education that's built on respect and fosters learning. We engage in world-changing research to deliver innovation. And we create an environment of inclusion and a culture of hard work that help build balance and growth. We are here to develop practical solutions to the toughest challenges we face today, so that we can build a better world together.

ELEVATOR SPEECHES

IN 15 SECONDS

At Purdue University, we never stop in our persistent pursuit of the next giant leap.

Through world-changing research and education in a culture of inclusion and hard work, we are developing practical solutions to the toughest challenges, and building a better world together.

ELEVATOR SPEECHES

IN 240 CHARACTERS

At Purdue University, we never stop in our persistent pursuit of the next giant leap.

As a community of educators, learners and leaders, we develop practical solutions to the toughest challenges, in order to build a better world together.

OUR PERSONALITY DRIVES OUR VOICE

Driven

Speak to the way that people at Purdue are relentless in everything they do. We never give up, we never slow down, and we never stop in our attempts to do something big.

Balanced

For every Boilermaker, their pursuit, regardless of discipline, is equally important. In STEM, in the arts and humanities, in athletics, in campus life, and in every facet of our work, we are always chasing something momentous.

Intentional

We are focused and intentional in our actions and dedicated to the process of doing things the right way. In all that we do, we are guided by purpose and deliberation.

Innovative

Innovation isn't owned solely in our research efforts. Each of us is always exploring new ways to approach problems, and attempting new methods to create something the world has never seen before.

Inclusive

Purdue is more than an exceptional institution. It is a collection of exceptional people, coming together every day to work together, support one another, and build a community united by a common pursuit.

Respected

We have a well-deserved reputation for being credible, reliable and rigorous. We have earned the trust of our peers and the status that our experience affords us.

FILTERS FOR STORY TELLING

A story of PEOPLE.

THINK:

“We are the kind
of people who
_____.”

Whenever possible, make a Purdue student the hero of your story.

A story of PLACE.

THINK:

“This is the kind
of place where
_____.”

We tell stories that could only come from this place—things that can only happen because of the unique set of characteristics that Purdue University brings together.

A story of PROCESS.

THINK:

“We’re able to do
all these things
because we do them
our own way.”

“Persistent pursuit” speaks to process, and when we talk about the achievements of our students (and others at Purdue).

CORE BRAND LANGUAGE

This language stems from our brand essence and is tied closely to the chief language construction of our brand:

*THE PERSISTENT PURSUIT OF
THE NEXT GIANT LEAP.*

THE LANGUAGE WE USE

THE NEXT GIANT LEAP

IT'S INNOVATIVE.

It's what's "next." We're always looking forward to where we're going as an institution and where we can go as a society.

IT'S COLLABORATIVE.

No one takes a giant leap all alone. We are a community of people who always have one another's backs, and who bring together our unique talents and skills in the service of something big.

IT'S PERSONAL.

We each define our own giant leaps. Whatever work we're doing is the giant leap we're taking in our own lives and careers.

IT'S STEM, PLUS MORE.

We use this language to speak to the totality of Purdue's efforts.

IT'S RELENTLESS.

We talk about the many small steps we take, day in and day out, again and again and again, to push thinking forward and make bold strides toward something new.

AND IT STARTS RIGHT NOW. RIGHT HERE. WITH THE WORK WE DO EVERY DAY AT PURDUE.

THE LANGUAGE WE USE

MAKING GIANT LEAPS POSSIBLE

Growing the next giant leap.

Building the next giant leap.

Inspiring the next giant leap.

Developing the next giant leap.

Dreaming up the next giant leap.

Tackling the next giant leap.

Inventing the next giant leap.

THE LANGUAGE WE USE

MAKING GIANT LEAPS POSSIBLE

Every giant leap starts with **one small step.**

Changing the world, **one small step** at a time.

Earth-shaking possibilities.
Mind-opening realizations.
They all start with **one small step.**

The innovation that will move the world forward.
It starts with **one small step.**

From creative spark to sparking a creative revolution.
And **every small step** in between.

The new understanding that will connect us all.
It starts with **one small step.**

THE LANGUAGE WE USE

PERSISTENT PURSUIT

The persistent pursuit of a transformative education.

The persistent pursuit of the truth.

The persistent pursuit of healthier communities.

The persistent pursuit of smarter business models.

The persistent pursuit of world-changing research.

The persistent pursuit of smarter solutions.

The persistent pursuit of new leaders in STEM.

THE LANGUAGE WE USE

THAT'S MY GIANT LEAP

IMPORTANT

A "giant leap" doesn't need to be a massive, world-changing accomplishment. Sometimes it's just an accomplishment that changes the world of the person making it.

The small steps that take us from earth to the world beyond.
That's my giant leap.

From risk-taker to Boilermaker. **That's my giant leap.**

From "I wonder" to "I will." **That's my giant leap.**

Engineering new ways to bring fresh, healthy food to all who seek it. **That's my giant leap.**

Raising my voice to shed new light on those who face injustice.
That's my giant leap.

From what could be to what will become.
That's my giant leap.

THE LANGUAGE WE USE

MAKING GIANT LEAPS TOGETHER

Here, **thousands of Boilermakers** stand together to make giant leaps of their own. Where will yours take you?

You're here to take a big step.

We're here so you don't have to go it alone.

Always, always, taking the next step **together.**

One Boilermaker. **One community.**

And one small step at a time.

We stand up for each other. Stand behind one another.

And always stand together.

THE LANGUAGE WE USE

*AGAIN
AND AGAIN
AND AGAIN*

Attempting to write one perfect sentence.

Again and again and again.

Finding new ways to reduce the contaminants in our drinking water.

Again and again and again.

Trying to fit all the right pieces into place.

Again and again and again.

*WE KEEP
GOING*

We're here to accomplish something big.

And **we keep going** to show the world what's possible.

We keep going because it's what keeps us going.

In the lab, in the field, in the studio and on the stage.

We keep going.