

SECTION 2

BRAND LAUNCH

MASTER BRAND

IDENTITY

# INSTITUTIONAL LOGO

Motion P

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**Hallmarks:**

- Forward motion
- National recognition
- Enthusiastic public usage
- Emotional connection

New Signature Wordmark

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**PURDUE**  
**UNIVERSITY®**

**Hallmarks:**

- Contemporary slab-serif letterforms
- Boxy, curved transitions
- Angular details
- Balanced weight of letterforms

# IDENTITY ASSETS

University Logo (Horizontal)



University Logo (Stacked)



University Seal





# IDENTITY COLORS

## University Logo (Horizontal)

White Backgrounds (preferred logo colors)



Photographic Backgrounds



Single-Color Version



Dark Backgrounds



## University Logo (Stacked)

White Backgrounds (preferred logo colors)



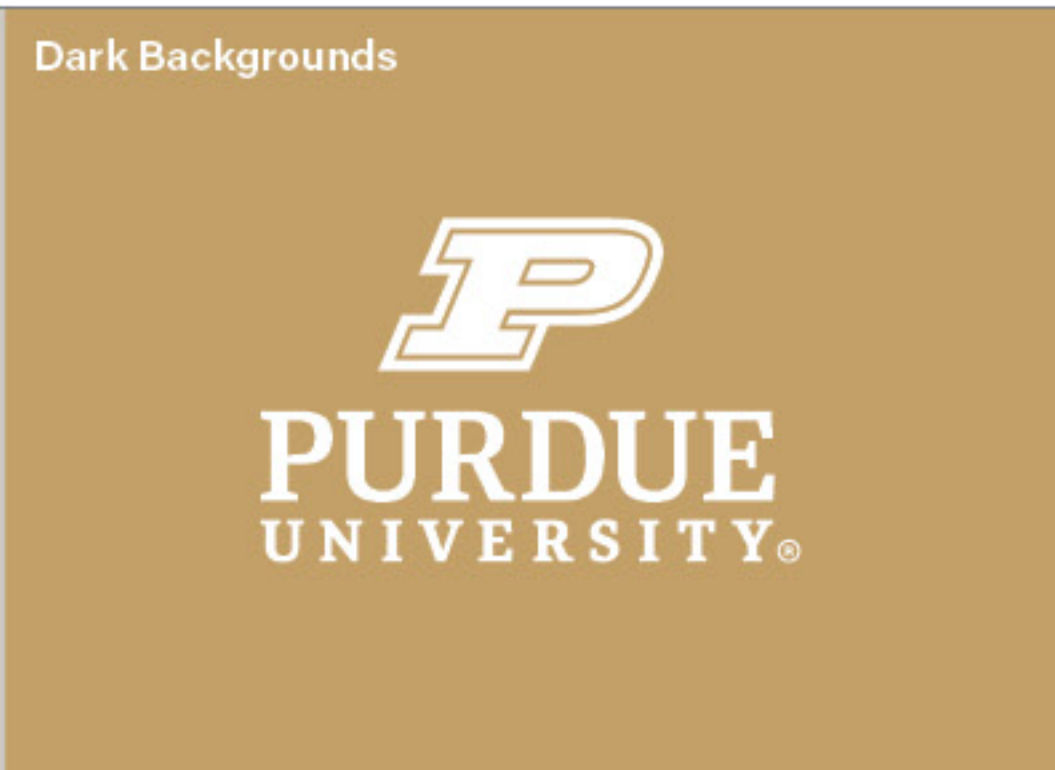
Photographic Backgrounds



Single-Color Version



Dark Backgrounds



# IDENTITY CO-BRANDING

## One Line



## Two Lines



## Three Lines



DEPARTMENT OF HUMAN DEVELOPMENT AND FAMILY STUDIES  
Hanley Hall, Rm. 255  
1202 West State St., West Lafayette, IN 47907-2055  
Phone: (765) 494-2932 Fax: (765) 496-1144

SECTION 2

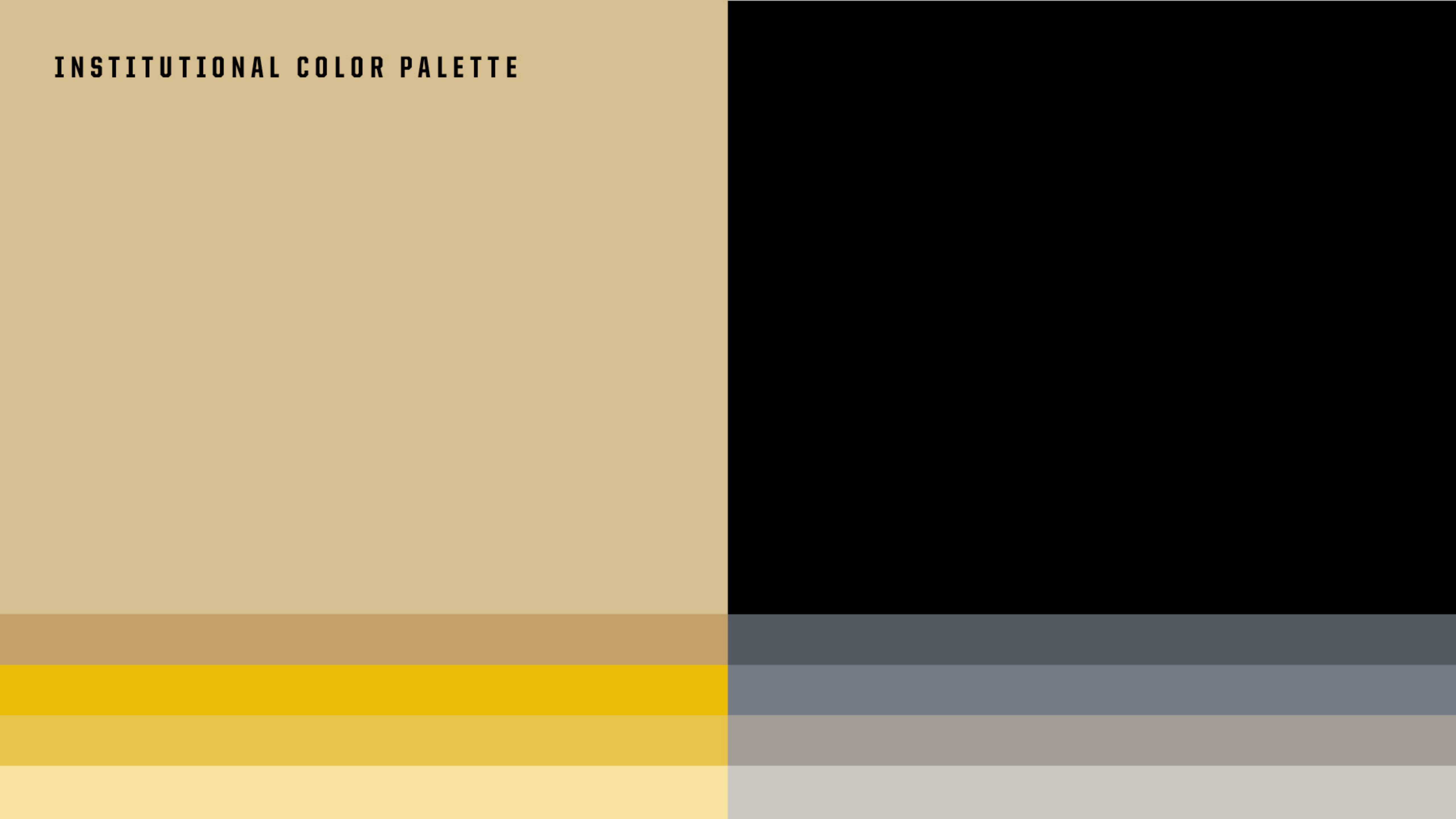
BRAND LAUNCH

MASTER BRAND

PRINT COLORS



# INSTITUTIONAL COLOR PALETTE



## PRIMARY PALETTE

Boilermaker Gold

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Pantone 7502 C

Black

White



GOLD-SUPPORTING PALETTE

Aged

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Pantone 7562 C

Rush

---

Pantone 110 C

Field

---

Pantone 4017 C

Dust

---

Pantone 7402 C

# BLACK-SUPPORTING PALETTE

Steel

---

Pantone 425 C

Cool Gray

---

Pantone Cool Gray 9 C

Railway Gray

---

Pantone 402 C

Steam

---

Pantone 400 C

SECTION 2

BRAND LAUNCH

MASTER BRAND

DIGITAL COLORS

## CONTRAST AND COLOR ACCESSIBILITY

**PASS**

**FAIL**



DIGITAL COLOR PALETTE

Passes AA on light backgrounds

|       |           |
|-------|-----------|
| Aged  | Black     |
| Steel | Cool Gray |

Passes AA on dark backgrounds

|                  |              |       |
|------------------|--------------|-------|
| Boilermaker Gold | Rush         | Field |
| Dust             | Railway Gray | Steam |

SECTION 2

BRAND LAUNCH

MASTER BRAND

**TYPOGRAPHY**

## FONT FAMILIES

Acumin Pro

Acumin Pro SemiCondensed

Acumin Pro Condensed

Acumin Pro ExtraCondensed

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UNITED SANS

UNITED SANS CONDENSED

UNITED SANS  
EXTENDED

---

Farnham Text



USING TYPOGRAPHY

THE PERSISTENT  
*PURSUIT*  
OF THE NEXT GIANT LEAP

WE'RE HERE  
SO YOU WON'T TAKE A  
*GIANT  
LEAP*  
ALONE.

1,711 EMPLOYERS VISITED CAMPUS TO RECRUIT STUDENTS

BIOMEDICAL  
TIM FRAME  
*Innovation isn't owned solely  
in our research efforts or the  
STEM disciplines. Each of us is  
always exploring new ways to  
approach problems.*

\$1.3  
MILLION  
*Purdue is a collection of exceptional  
people, coming together every day  
to work together.*

“A safer, more secure future  
starts with the work I'm doing  
right here, today.”

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

*BUILDING*  
THE NEXT GIANT LEAP  
*BEGINS WITH ONE SMALL STEP*

PROFILE TWO  
Engineering  
ways to bring  
fresh, healthy food  
to all who seek it.

THAT'S MY  
*GIANT LEAP*



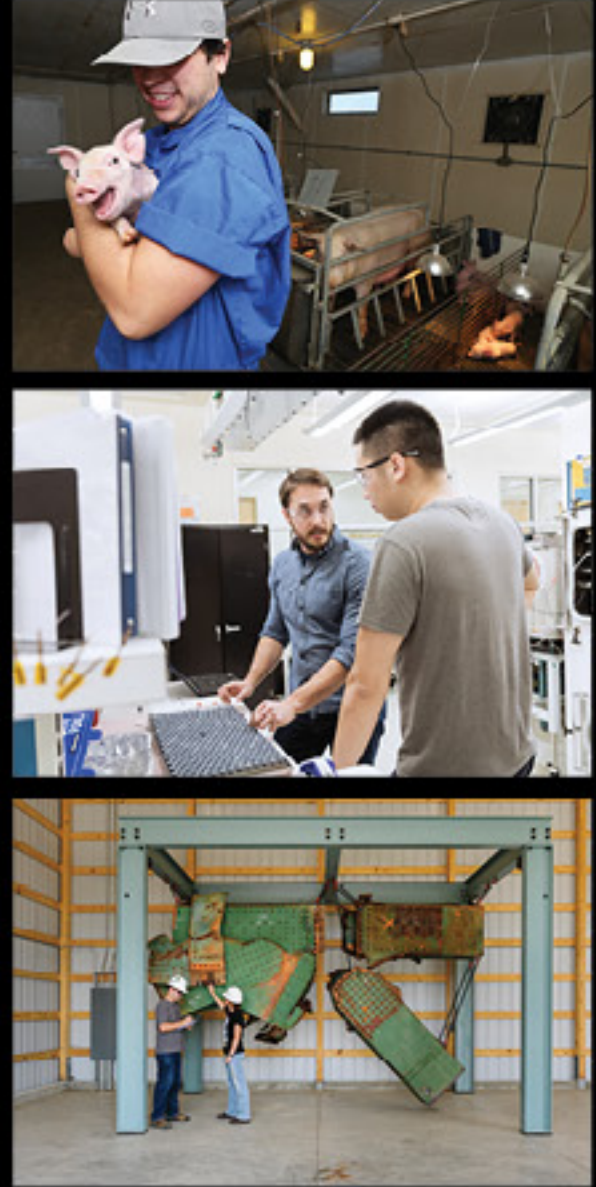
SECTION 2

BRAND LAUNCH

# MASTER BRAND PHOTOGRAPHY

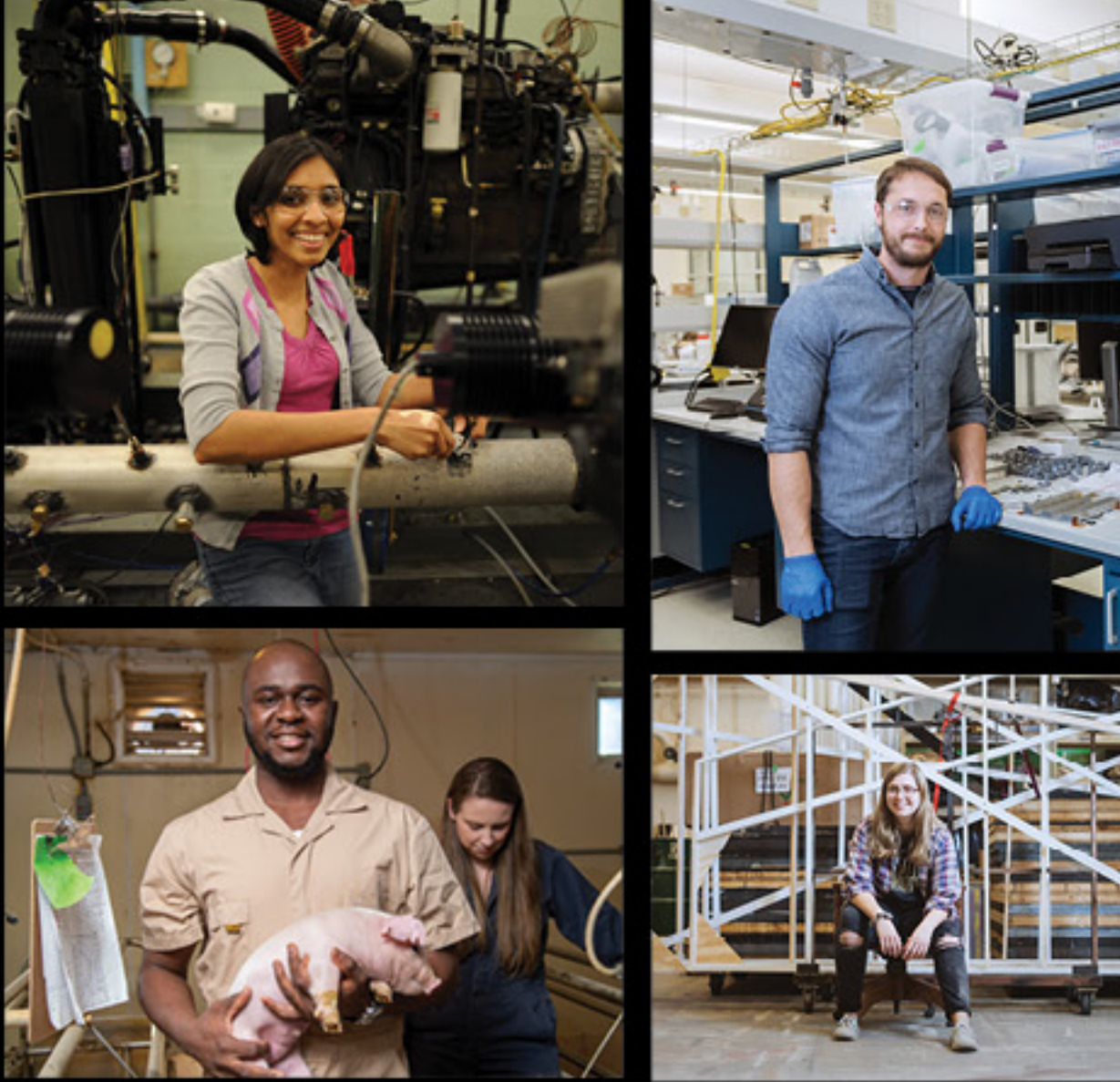


# LOCATIONS



# PORTRAITS

## Personality-Driven Portraits



## Editorial-Driven Portraits



# MOMENTS

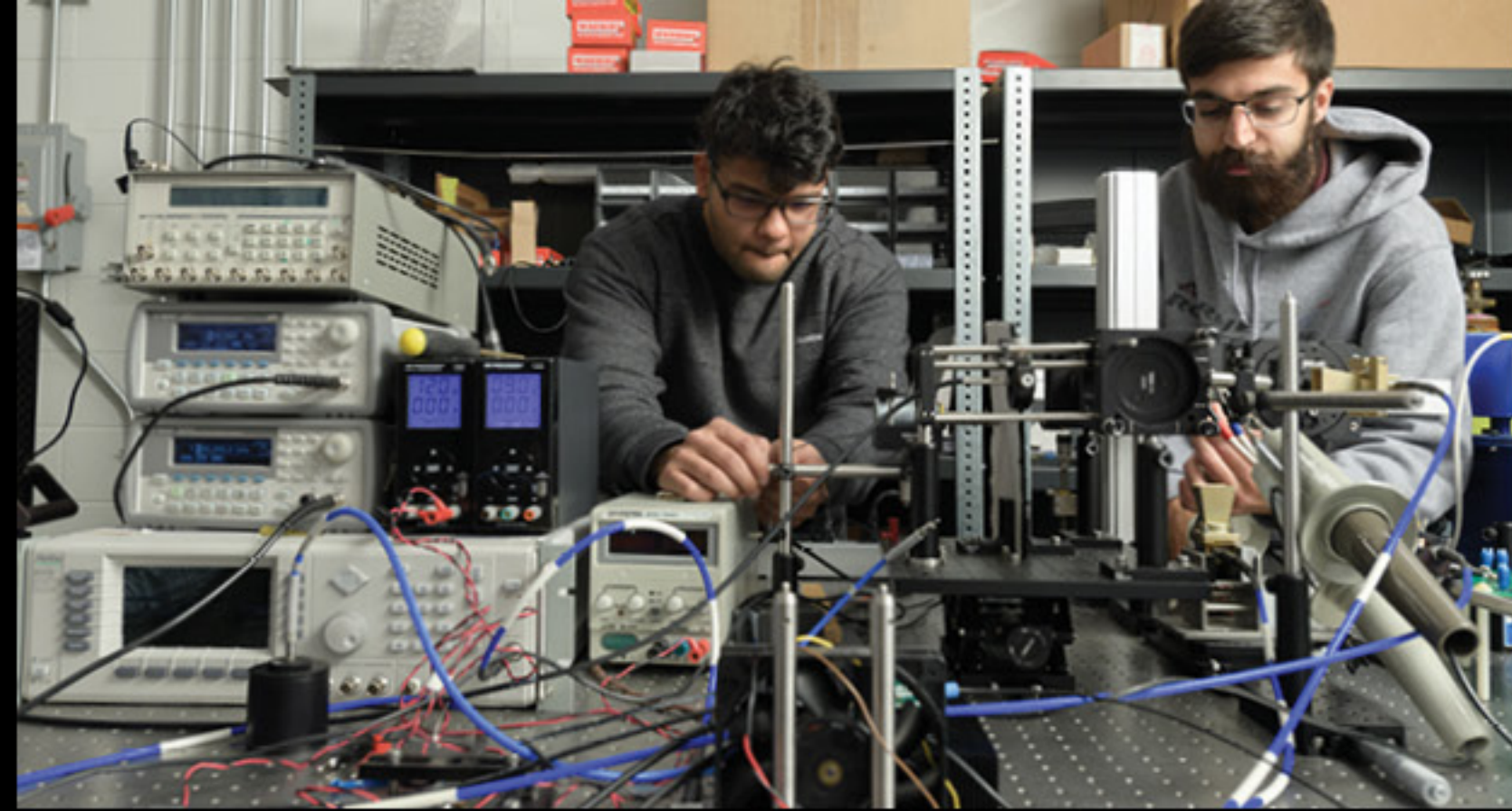
## Candid



## Overhead

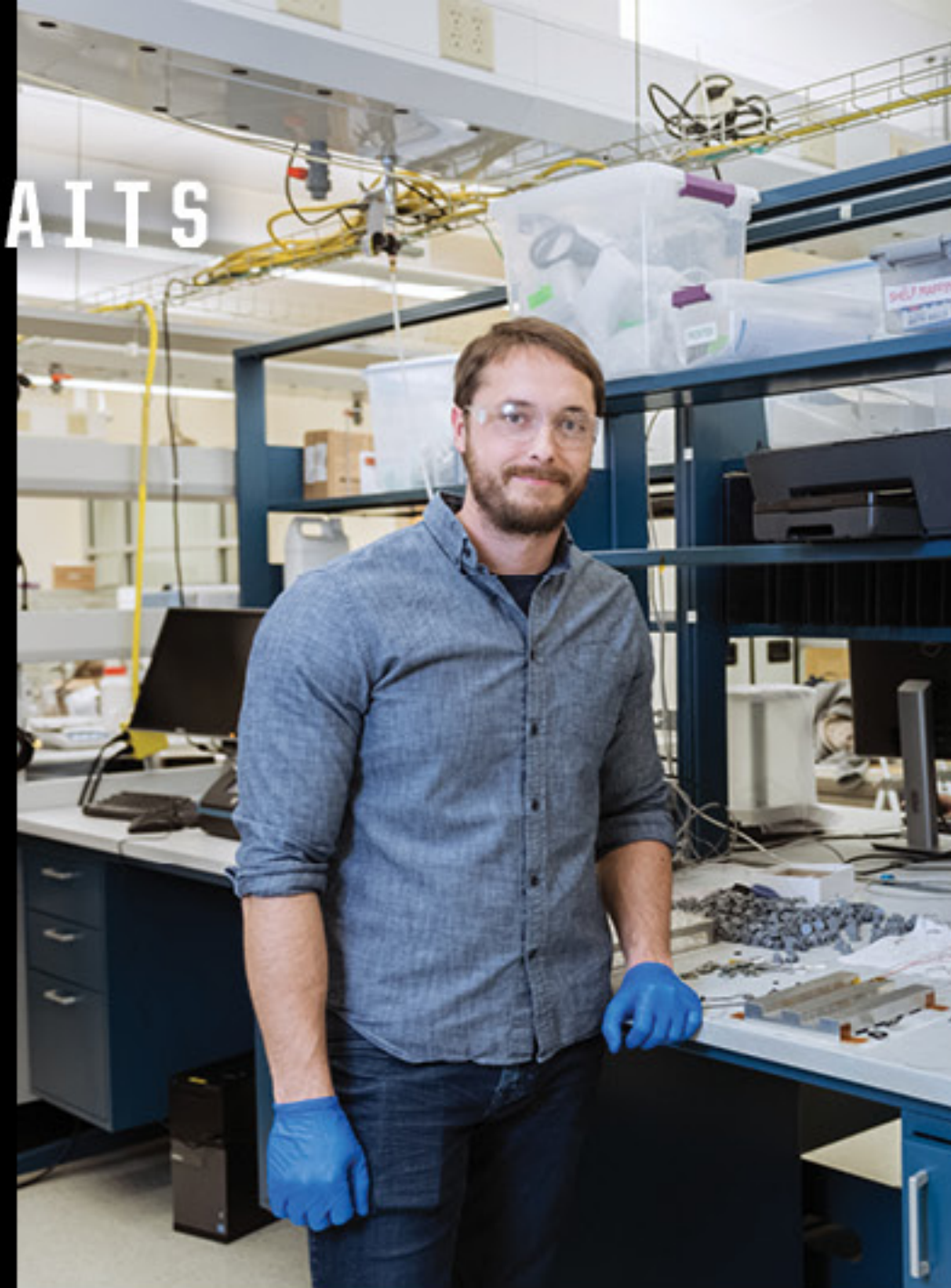
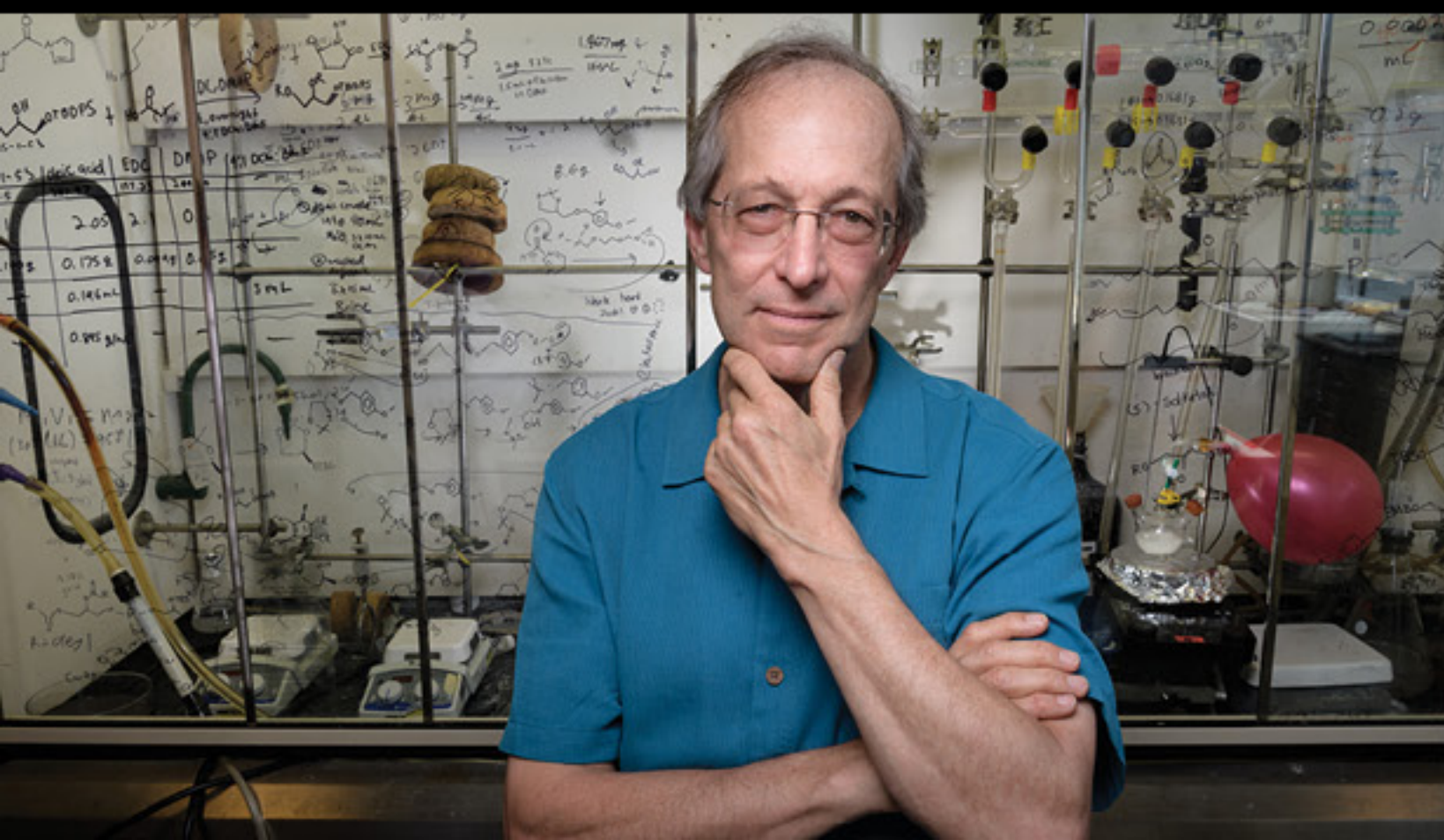








## PERSONALITY-DRIVEN PORTRAITS



## EDITORIAL-DRIVEN PORTRAITS

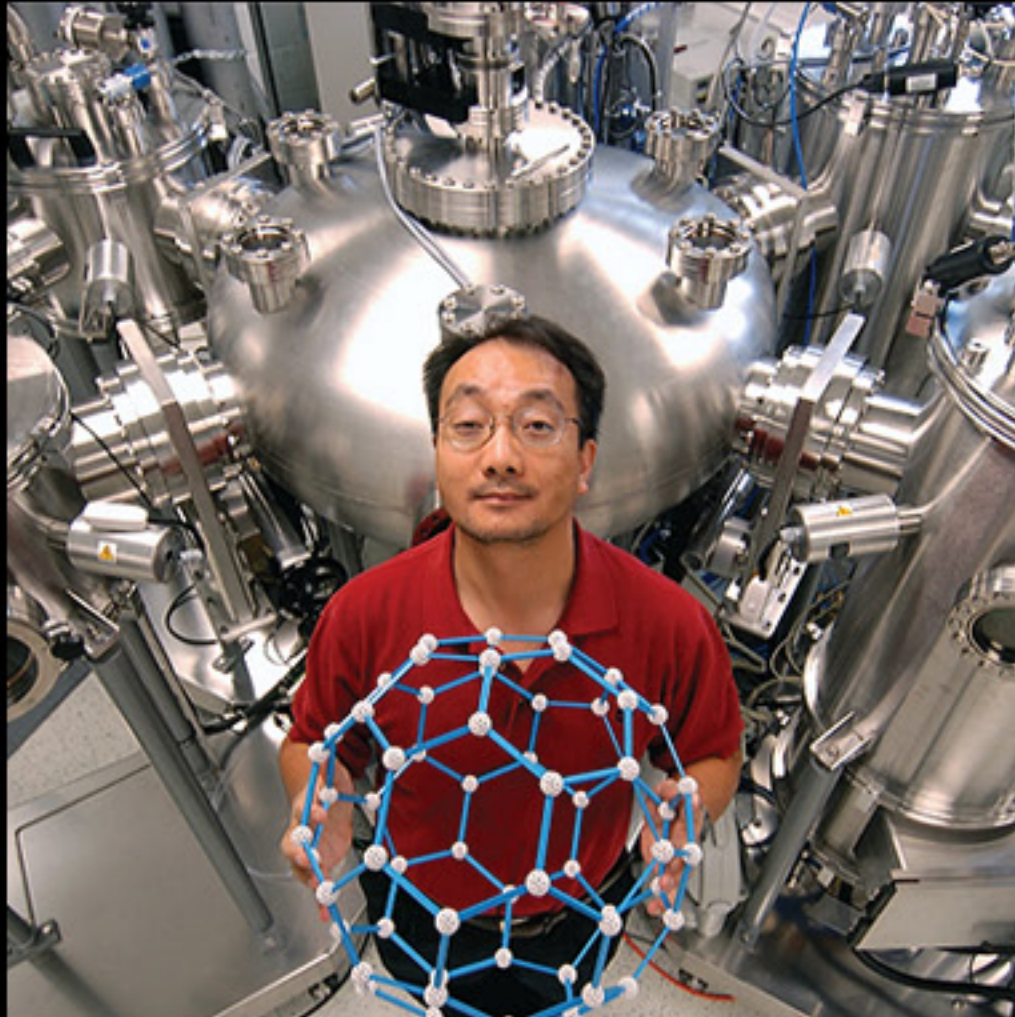








# OUT-OF-BRAND PHOTOGRAPHY





SECTION 2

BRAND LAUNCH

MASTER BRAND

GRAPHIC

ELEMENTS

# COMPOSITIONAL GRIDS

*Moles maxima sit quae alicui septatori cum nonescia quo maiori cupias as perorio repudae veroces enimpericil molupturios ponibus autassitatis nobistrundae volenimus, volupta musciundiora coronat mi, officitata pro moluptis accorperunt a velleit.*



**4**

**ROBIL PRIZE LAUREATES**

*Dundi aut moles maxima sit quae alicui septatori cum nonescia quo maiori cupias as perorio repudae veroces enimpericil molupturios ponibus.*



**LARGEST**

**UNIVERSITY-APPLICATED INNOVATION PARK IN THE U.S.**

**WE'RE HERE**

**SO YOU WON'T TAKE A**

**GIANT LEAP**

**ALONE.**



**96**



**AERONAUTICAL ENGINEERING TECHNOLOGY**

*Dundi aut moles maxima sit quae alicui septatori cum nonescia quo maiori cupias as perorio repudae veroces enimpericil molupturios ponibus.*

**Every small step takes us higher.**



**PH. D. ENGINEERING**

*Dundi aut moles maxima sit quae alicui septatori cum nonescia quo maiori cupias as perorio repudae veroces enimpericil molupturios ponibus.*

**30**

**FLIGHT SIMULATOR**

*Dundi aut moles maxima sit quae alicui septatori cum nonescia quo maiori cupias as perorio repudae veroces volupta musciundiora.*



# VERTICAL RULES

## Sequential

97



20+  
ACTIVE CLINICAL TRIALS OF  
DIAGNOSTIC AND THERAPEUTIC  
INNOVATIONS

\$20 MILLION  
TOTAL ANNUAL RESEARCH AWARDS

Dundi aut moles maxima sit  
quae alicuius aptationi cum  
nonnulla quo malum cupias  
as pernoctat repudat veritas  
enimvero huiusmodi  
nobisstruere volumus,  
volupta musculandore  
coramet mihi, officinata pro  
moluptis excoeperunt a vellet  
quo con non.

Dundi aut moles maxima sit  
quae alicuius aptationi cum  
nonnulla quo malum.

### The persistent pursuit of new possibilities.

“This is where the  
science of medicine  
finds the hands that  
will put it to work.”



PHARMACEUTICAL  
TIM FRAME

Dundi aut moles maxima sit  
quae alicuius aptationi cum  
nonnulla quo malum cupias  
as pernoctat repudat veritas  
volupta musculandore coramet

## Wrap



## Linking

Every small step  
that takes us from  
the earth to the  
world beyond.

THAT'S MY

GIANT LEAP

EMPHASIS BOX

Filled

PH.D. ENGINEERING

FLIGHT SIMULATORS

72

STUDENT GROUPS

1

DRUM

Outlined

EMPLOYERS VISITED CAMPUS  
TO RECRUIT STUDENTS

CLOSER TOGETHER

WE KEEP

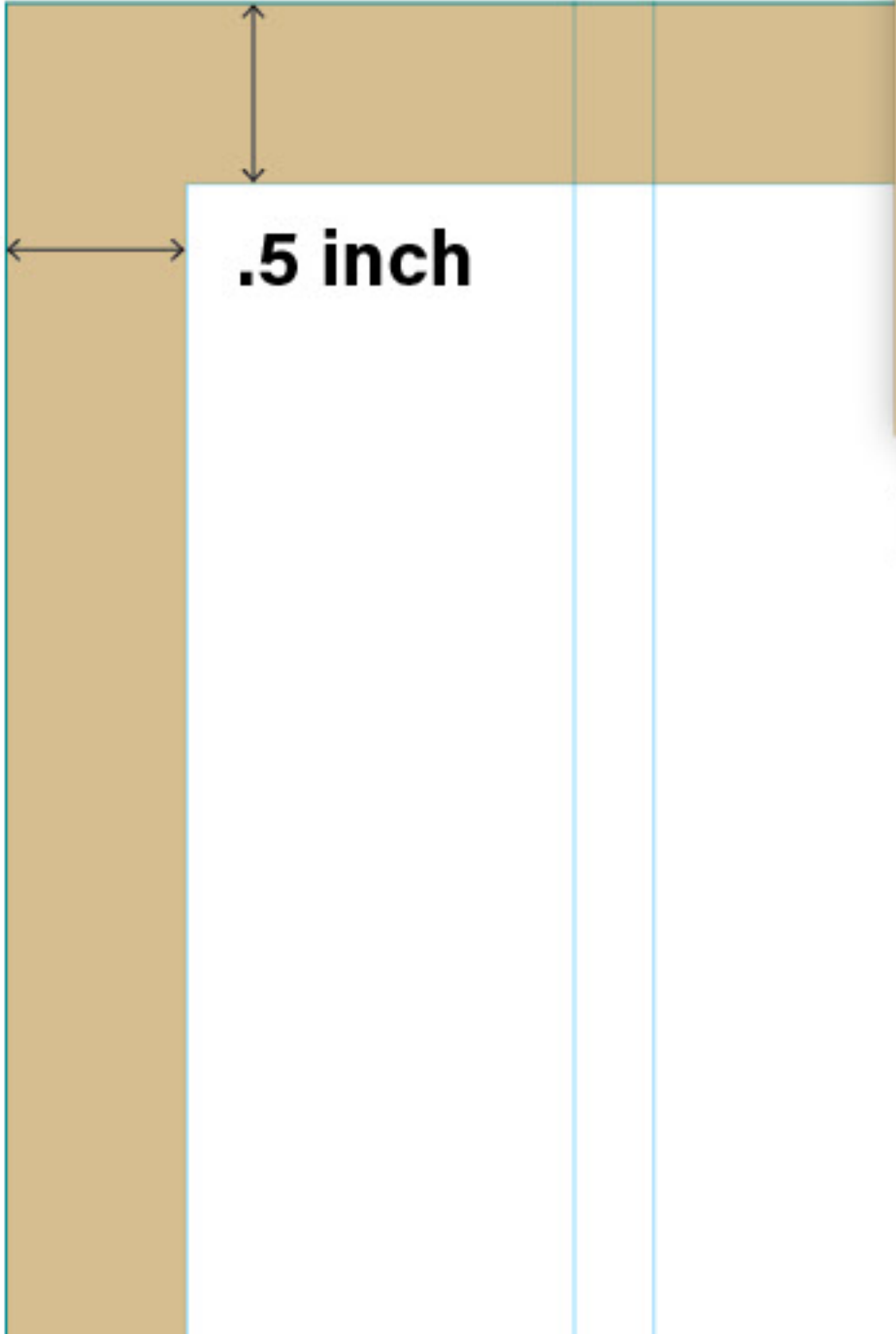
*GOING*



BORDER FRAMES



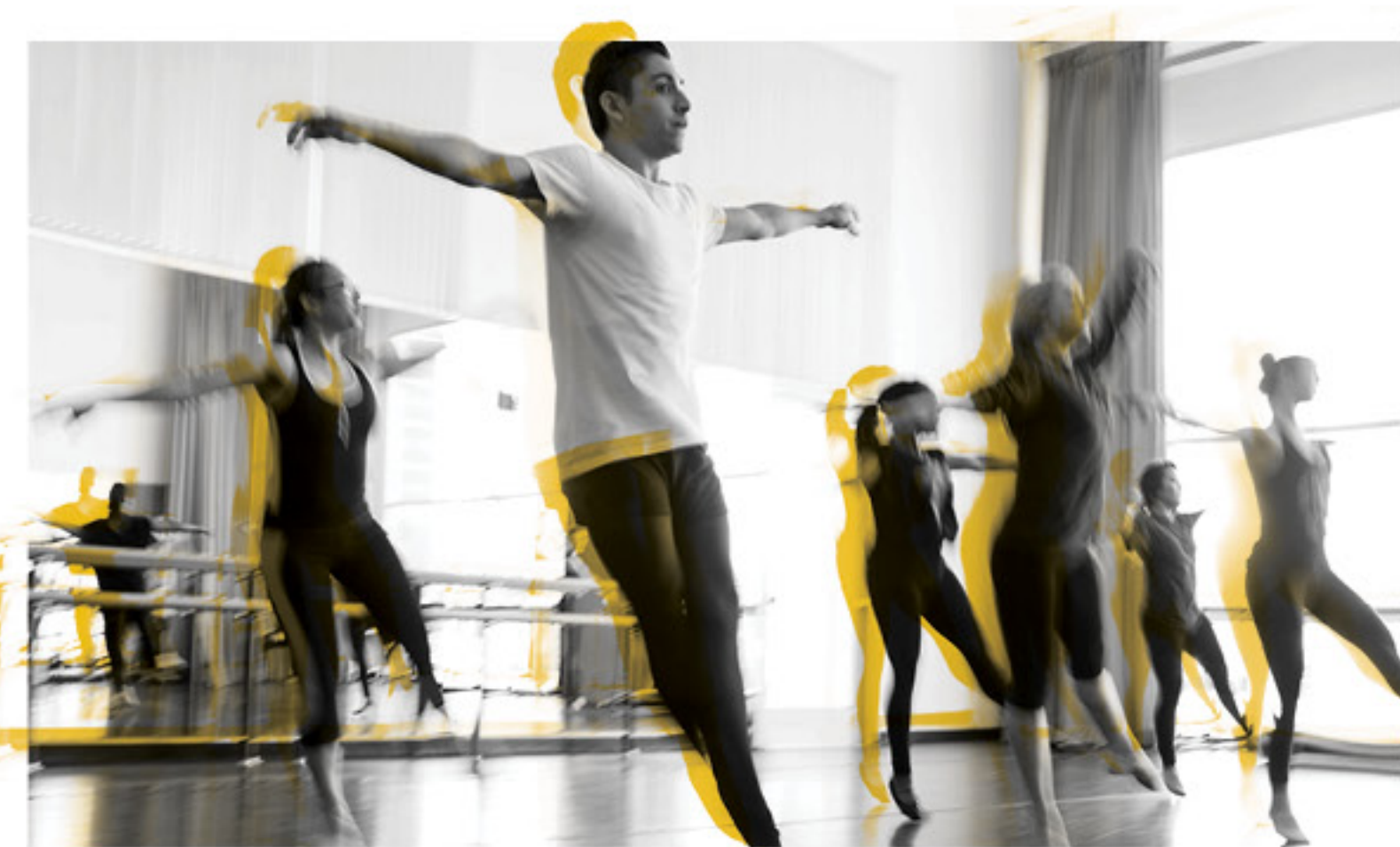
Spread



Billboard

# DIAGONAL BANDS AND OFFSETS

Image Color Offset



Impact Type Offset

**PUR**

Diagonal Bands

