THE FUTURE OF THE PURDUE BRAND

Things you should know
Agenda

1. Welcome and Introduction – Julie Griffith
2. The Purdue Brand – Mark Craft
3. Academic and Non-Academic Brands – Emily Blue
4. Trademarks and Licensing – Erika Austin
5. Questions
The Purdue University Brand isn’t just a list of rules to follow. It’s an opportunity to express in a unified way in all communications the culture of discovery that exists on our campuses and the people who make that culture.
The Purdue Signature Logo is Very Strong
The Purdue Signature Logo is Very Strong
BRAND FRAGMENTATION
The Future of the Purdue Brand

Strategic Recommendations

1. To present a consistent brand image and encourage appropriate use of its assets, Purdue must adopt a centralized brand management system. This system must empower Purdue’s Office of Marketing and Media with jurisdiction to enforce precise guidelines, a formal approvals process and implications for misuse.
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Strategic Recommendations

- **Elist39 brand directive** from President Daniels sent on July 6th, 2017 stating that Marketing and Media is tasked with the management and protection of:
  - the University’s Brand
  - federally registered and established by-use trademarks
- Full Brand Governance direction can be found on the Purdue Brand website (www.purdue.edu/brand)
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Strategic Recommendations

2. The University’s architecture should be refined to establish a concise and consistent brand identity. The “Motion P” should be considered to serve as the approved University-wide secondary mark.
Strategic Recommendations

- Broadened the permitted use of the Motion P logo on academic-related promotional items only, effective December 2016
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Strategic Recommendations

- Pride
- Forward-Thinking
- Champion

- Stability
- Global Leadership
- Community
- Success
- Forward-Thinking (#2)
- Academic Strength (#2)
3. A refined co-branding system beneath the University’s primary signature logo should be established to serve each of Purdue’s programs and schools.

Strategic Recommendations
The Future of the Purdue Brand

Strategic Recommendations

- Revisions to the co-brand logo system
  - Since February 3rd, have held 17 meetings with academic deans and VPs to share refinements to co-brand

BEFORE

MARKETING AND MEDIA

AFTER

Marketing and Media
The Future of the Purdue Brand

- Visual integrity and brand equity has been compromised
- Lacks visual impact
- Lack of oversight led to creation of dozens of lockups

ELIMINATE LOGO LOCKUPS
The Future of the Purdue Brand

**Vertical**

- THE PURDUE UNIVERSITY
  - College of Health and Human Sciences
- THE PURDUE UNIVERSITY
  - Speech, Language, and Hearing Sciences

**Horizontal**

- THE PURDUE UNIVERSITY
  - College of Health and Human Sciences

PURDUE BRAND DIRECTION – SEPTEMBER 2017
The Future of the Purdue Brand

Double Tier

Speech, Language, and Hearing Sciences
COLLEGE OF HEALTH AND HUMAN SCIENCES

Purdue Tourism & Hospitality Research Center
COLLEGE OF HEALTH AND HUMAN SCIENCES
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Brand Resources

- Online co-brand logo generator
  - Self-service online tool allows your department/school/college designee to create compliant co-brand logos
  - Will require approval from M&M
  - Sends you a zip file of logos in various formats that you can share with other department communicators, licensees for promotional products, etc.
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PURDUE UNIVERSITY
Office of Marketing and Media
Make Your Mark

Primary Name: School/College/Unit *

e.g. Krannert School of Management, College of Engineering, Office/Department of

Secondary Name: Department *

e.g. Executive Education, Economics, Gift Planning, University Development

Signature Preview

PURDUE UNIVERSITY
Primary Name College, School or Unit
SECONDARY NAME COLLEGE, SCHOOL OR UNIT
SECONDARY NAME 2ND LINE

PURDUE BRAND DIRECTION – SEPTEMBER 2017
The Future of the Purdue Brand

Brand Resources

- Update to robust Brand Guidelines, which will include:
  - Strategy and Key Messaging
  - Voice/Tone
  - Visuals
  - Logo Dos/Don’ts
  - Examples of Applications
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Timeline

- **Fall 2017**: Beta testing of co-brand logo generator
- **February 2018**:  
  - Brand Guidelines updated and posted online  
  - Co-brand logo generator is live  
  - All new marketing materials should now incorporate new co-brand logos
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Things You Should Do To Prepare

- Phase-out use of academic lockup and co-brand logos.
  - You can still use existing lockups and co-brands through February 2018.
  - Suggest using the Purdue Signature Logo.
- Communicate changes to your departments/units/programs.
- Deplete inventory of existing marketing materials that include old co-brand or lockup logos.
- Do not place large orders of materials that contain soon-to-be-outdated logos.
- Encourage anyone with questions to contact your marketing strategist, or email purduebrand@purdue.edu
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Other Brand Activity

- Completed logo audit with student organizations.

BEFORE

AFTER

Purdue University Slide
TRADEMARKS AND LICENSING
Snapshot of Purdue’s Trademarks and Licensing

- Resides within Purdue Marketing and Media
  - Purdue.edu/trademarks
  - @Reppurdue

- 300 current EXTERNAL licensees who supply apparel and non-apparel products to the retail market.

- 38 current INTERNAL licensees who supply apparel and non-apparel promotional products ordered by the campus community.

- The program raises more than $1M annually – historically more than $21M total which benefit student scholarships.
Trademarks and Licensing

What does Trademarks and Licensing Do?

- **Protect:** Purdue has worked hard to establish a powerful and respectful brand identity. We must first protect the brand while at the same time modernize and adapt licensing programs to build for the future.

- **Promote:** Our role in Trademarks and Licensing at Purdue is to help our partners sell licensed product by only allowing use by officially licensed vendors on quality products.

- **Profit:** Royalties generated by the sale of licensed products directly support students at Purdue through scholarships and special programming.

**BE A PURDUE BRAND CHAMPION**
When to Contact Trademarks and Licensing

- To find a licensed vendor for a specific Purdue branded product
- For general questions about trademarks and/or Purdue branded products
- Guidance for developing an online store for fundraising
- To report a compliance issue
- For trademark registration information
- Third Party rights of use
Trademarks and Licensing Website

- Approved Internal Vendors
- Fundraising/Team Stores
- Contact Us
Steps to Trademark Registration

1. Contact Trademarks and Licensing with detailed information.

2. Trademarks and Licensing will conduct a preliminary trademark search.

3. Legal team submit application to USPTO
   - Estimated fees range $1,000 + filing fees ($300/mark/class)
   - Specimens
   - 5-6 months application process
   - Review for publication and opposition

4. Trademarks and Licensing will communicate approval, denial, any necessary next steps.

5. Initial Renewal process between 5th and 6th year. After the initial renewal process, changes to every 10 years.
QUESTIONS?

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purduebrand@purdue.edu  trademarklicensing@purdue.edu
Purdue.edu/brand  Purdue.edu/trademarks
Cobrand: Vertical Option – Single-Tier Only

Allowed

100 Characters Maximum per line for first level Xxxx Xxxx Max Office of the Executive Vice President

Not Allowed

100 Characters Maximum per line for first level Xxxx Xxxx Max Office of the Executive Vice President
55 CHAR. MAX ENTREPRENEURSHIP XAND XINNOVATION PROGRAM