# PURDUE UNIVERSITY
# QUICK **BRAND** GUIDE
## VISUAL

## LOGO \\



## COLORS \\

CORE COLORS

| CAMPUS GOLD |
| BLACK |

SECONDARY COLORS

| YELLOW WALK | MACKEY ORANGE | BELL TOWER BRICK | OAKEN BUCKET BROWN | SPRING FEST GREEN | CELERY BOG GREEN | ROSS-ADE GREEN | LAND-GRANT GREEN |
| AMELIA SKY BLUE | SLAYTER SKY BLUE | FOUNTAIN RUN TEAL | EVER TRUE BLUE | MOON DUST GRAY | COAL GRAY | PAPPY'S PURPLE | |

> Download swatch libraries and graphic elements at **purdue.edu/brand**
> Request a brand color swatch book at **purdue.edu/brand/swatchbook**

Note: Swatches may not be color-accurate when viewed digitally or printed in-house

## FONTS \\

Chaparral Pro
*Chaparral Pro Italic*
**Chaparral Pro Semibold**
**Chaparral Pro Bold**
***Chaparral Pro Bold Italic***

CHAMPION FLYWEIGHT
CHAMPION BANTAMWEIGHT
CHAMPION FEATHERWEIGHT
CHAMPION LIGHTWEIGHT
CHAMPION WELTERWEIGHT
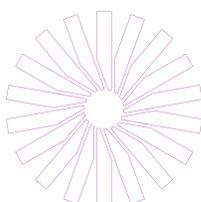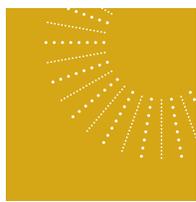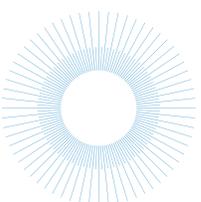CHAMPION FEATHERWEIGHT
CHAMPION HEAVYWEIGHT

Myriad Pro
*Myriad Pro Italic*
Myriad Pro Condensed
*Myriad Pro Condensed Italic*
**Myriad Pro Semibold**
**Myriad Pro Bold**
***Myriad Pro Bold Italic***

## GRAPHIC ELEMENTS \\

LINES
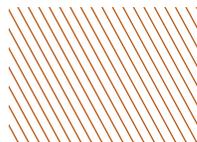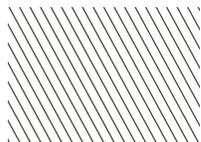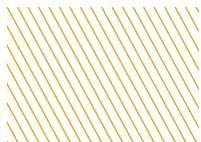


BURSTS



> Graphic elements are available in all brand colors
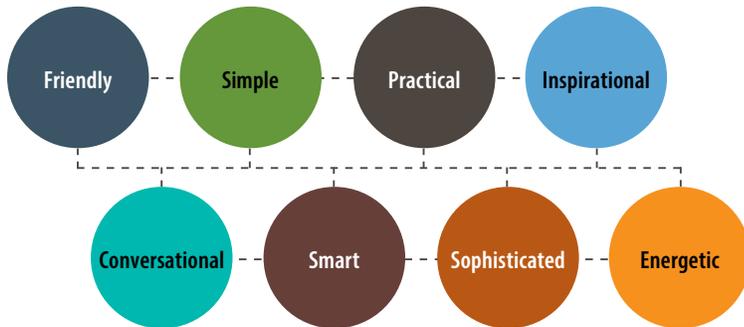
## PURDUE MARKETING AND MEDIA \\

### purdue.edu/brand
### marketing@purdue.edu

# QUICK **BRAND** GUIDE
## VOICE

## WRITING IN THE PURDUE BRAND VOICE \\

**The Purdue brand voice is a combination of:**

Friendly — Simple — Practical — Inspirational

Conversational — Smart — Sophisticated — Energetic

**Use present tense.**
> Today
> This moment
> This is the instant _____ happens

**Avoid gerunds wherever possible.**
> "–ing" words sound soft and unsure
> "Make a difference" vs. "Making a difference"

**Ask a question.**
> Did you know … ?
> Have you seen … ?
> Will you discover … ?

## BRAND VOICE EXAMPLES \\

**The brand voice uses an active tone and simple language to convey immediacy.**

| | |
|---|---|
| **Audience: Development** <br> Make your Mark | **NOT** <br> Leaving a Legacy |
| **Audience: Alumni** <br> It takes confidence to take a good idea and dive in. These young Boilermakers have that trait in abundance. | **NOT** <br> Purdue has many young Boilermakers whose achievements we can all root for. |
| **Audience: Community** <br> State of Change: Ideas from Purdue help power the Indiana economy | **NOT** <br> 2015: Moving Indiana Forward |

**Remember, the Purdue voice is NOT**

**Sassy** — Bet you didn't know Purdue has 23 astronauts. Yeah, that's right.

**Excited** — We promise this will be your best year ever!!!

**Sales-y** — Get more for your money at Purdue.

**Overly technical** — Advanced analysis of palladium-catalyzed carbon-based molecular reactions.

## WRITING FOR THE WEB \\

While we apply the same principles to writing for the Web as we do for print pieces, there are a few specific things to keep in mind.

> **Keep it short.** Use short sentences and paragraphs when writing for a Web audience. If possible, stick to one idea per paragraph.

> **Prioritize your content.** Put your most important information at the beginning of your text, so that the reader does not have to hunt for it.

> **Optimize readability.** Remember that subheadings, lists and hyperlinks can help improve the readability of your Web copy.

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