We want to connect your student organization with the power of the Purdue brand. As a university, our brand defines who we are. It represents our attributes, personality and our values. It shows the power of Purdue.

It’s important to make sure you follow some simple guidelines — so we can maintain the integrity and value of the Purdue brand.

**RECOMMENDED USES**
We know it can sometimes be challenging to decide when to use the Purdue logo and how to use it. Below are some of the approved Purdue logos and marks you may use for promotional and apparel items. You can find additional information at purdue.edu/brandchampions. **Note:** Purdue logos and marks must stand alone and may NOT be altered, added to, copied, mimicked, or otherwise changed. The only exception is Purdue Pete, which may have an altered, human appearance with the written consent from Purdue Trademarks and Licensing.

### PERMITTED LOGOS

- **The Motion P** is primarily used by Purdue Athletics, but may also be used by all student organizations, including club sports. The mark must stand alone and may NOT be incorporated into a logo design.
- **Purdue Pete** may be used by student organizations, but they may not alter his appearance without written consent from Purdue Trademarks and Licensing.
- **The Boilermaker Special** logo is primarily used by Purdue Athletics, but can also be used by officially recognized Athletics student booster clubs such as the Paint Crew and Ross-Ade Brigade, and officially recognized club sports. This mark should not be used by academic or administrative units. The mark must stand alone and may NOT be incorporated into a logo design.
- **The Purdue University signature mark** (including its approved variations) may be used by academic and administrative units, as well as academically centered student groups. The mark must stand alone and may NOT be incorporated into a logo design.

Purdue’s iconic landmarks may be used by student organizations as part of their brand identity, BUT may NOT be used on any product for fundraising profit. Examples of campus icons include buildings, signage, statues and fountains.

### APPROVED VENDORS
Purdue permits licensed companies to produce items featuring our logos and words.

All campus entities, including student groups, must use a licensed vendor to produce any merchandise with the Purdue University trademarks and/or logos. This applies to items intended for your organization’s own use (e.g., team shirts), or items to be sold for fundraising. By using approved licensed vendors, you know you’ll get quality goods that will positively reflect the Purdue name. **Purdue products from our licensed vendors generate over $1 million per year for Purdue student scholarships.** Find the list of our approved licensed vendors at purdue.edu/brandchampions.

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**More Information** PURDUE.EDU/BRANDCHAMPIONS

Purdue logos/marks used for student organizations on merchandise:
trademarklicensing@purdue.edu, 765-494-1733

Print collateral, sponsorship and advertising: purduebrand@purdue.edu, 765-494-3940

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