BASIC DESIGN

JPG vs. VECTOR
- A jpg is only as big as it is (not scaleable)
- Vectors (.EPS) are infinitely scaleable

SOCIAL MEDIA GRAPHICS
Facebook:1200px w x 630px h
Twitter: 2 to 1 ratio (i.e. 1200px w x 600px h)
Instagram: 1080px w x 1080px h

PACMAIL
Must be 650 px wide
Maximum height is 1500 px

RESOLUTION
Web: 72 dpi
Print: 300 dpi

PHOTOSHOP (.PSD FILE)
- Good for photo editing and graphics that don't have a lot of text
- Can placed PSD files into InDesign
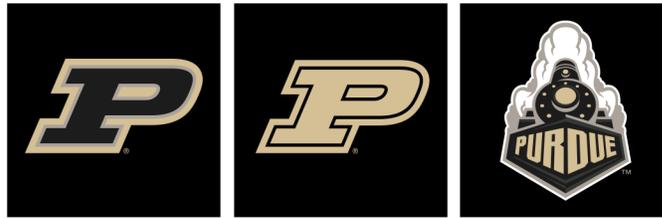
INDESIGN (.INDD FILE)
- Good for text layouts & multi-page projects
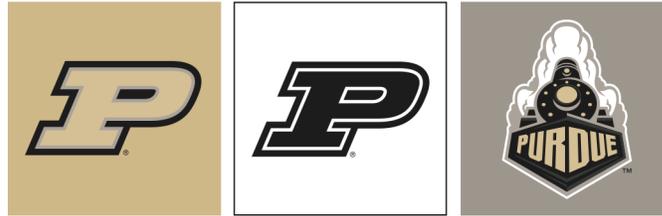- Best platform to save a PDF because it creates the smallest file size

ILLUSTRATOR (.AI FILE)
- Good for t-shirt designs & giveaway artwork
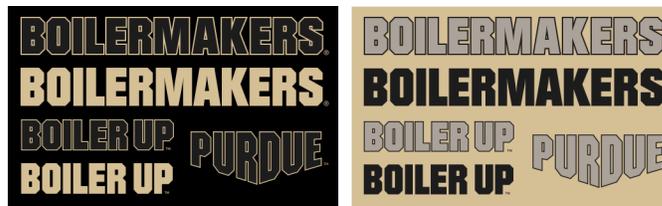- Best platform to save an EPS

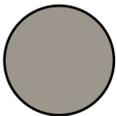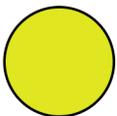## OFFICIAL COLORS

PANTONE 7502 GOLD
C:006   M:014   Y:039   K:008
R:206   G:184   B:136
Hex: #CEB888

PANTONE 402 GREY
C:013   M:016   Y:021   K:036
R:157   G:150   B:141
Hex: #9D968D

PANTONE 388 C NEON YELLOW
C:015   M:000   Y:080   K:000
R:224   G:231   B:033
Hex: #E0E721

OFFICIAL FONTS

PURDUEBLOCK REGULAR

FRUTIGER 95 ULTRA BLACK

FRUTIGER FAMILY
45 Light, *46 Light Italic,* 55 Roman, *56 Italic,*
65 Bold, *66 Bold Italic,* **75 Black,**
76 Black Italic

FRUTIGER CONDENSED FAMILY
47 Light Condensed, 57 Condensed,
67 Bold Condensed, 77 Black Condensed,
87 Extra Black Condensed

OFFICIAL LOGO USE

LOGOS ON BLACK

BIG NO-NO's

LOGOS ON WHITE, GOLD, OR GREY

WORDMARKS

Each logo file name tells you when to use it. Most logo files are saved either as "XXX_on_wht_gld_gry" or "XXX_on_blk". If you see "1clr" in the file name, that means it is a 1-color logo. In most cases, using the .EPS file is the best choice.

Our design team adjusts the logo policy for the full color wordmarks of Purdue, Boilermakers, Boiler Up, and the Chevron Purdue. We use the "on_wht_gry" full color wordmarks on black backgrounds instead of the "on_blk" 2-color logos.

Logos can be found in Promotions > Graphic Designers > Graphics & Logos > Purdue Logos > New Purdue Brand. Sport lockups are also found in this folder.

When checking to see if you used the right logo, be sure to check that you can see the TM or R on the bottom right corner of the logo and make sure the outline of the logo can be seen (i.e. - the gold Motion P doesn't work on black because the black outline cannot be seen.

STYLE GUIDE & TIPS

7 PM (in graphics) or **7 p.m.** (in text) not 7:00 PM

765.496.7679 not 765-496-7679

8/22 not 8.22

You make **gameday** graphics and show your ticket on **game day**

Always **Pregame** or **Mini Plan**

Single-game always has a hypen

When it works for your text, use the '**|**' symbol to separate **DATES | TIMES | LOCATIONS**

HEADINGS and **TITLES** should always be in all caps.

PurdueBlock Regular and **Frutiger 95 Ultra Black** should only be used for titles or **2-3 words** of text.

Always use the **same font family** and try not to use more than 3 fonts throughout a document or graphic.

Avoid using strokes and outer glows. Use a light drop shadow instead to help text or a cutout stand out when it is hard to read over a photo or patterned background.