Celebrating America's 250th Anniversary

STYLE GUIDE

PURDUE UNIVERSITY | Brand Studio

Revised: May 2026

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OVERVIEW

July 4, 2026, signifies a monumental opportunity to celebrate our country's story.

This year we commemorate the 250th anniversary of the signing of the Declaration of Independence. Together, we honor Americans' past contributions and commit to brighter tomorrows.

Purdue has powered progress for generations. By celebrating America's anniversary for the duration of 2026, we spotlight the university's innovation and strengthen the trust in Boilermakers' pursuits.


IN CONGRESS, JULY 4, 1776.

The unanimous Declaration of the thirteen united States of America,

When in the Course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, and to assume among the powers of the earth, the separate and equal station to which the Laws of Nature and of Nature's God entitle them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness. That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed, That whenever any Form of Government becomes destructive of these ends, it is the Right of the People to alter or to abolish it, and to institute new Government, laying its foundation on such principles and organizing its powers in such form, as to them shall seem most likely to effect their Safety and Happiness. Prudence, indeed, will dictate that Governments long established should not be changed for light and transient causes; and accordingly all experience hath shewn, that mankind are more disposed to suffer, while evils are sufferable, than to right themselves by abolishing the forms to which they are accustomed. But when a long train of abuses and usurpations, pursuing invariably the same Object evinces a design to reduce them under absolute Despotism, it is their right, it is their duty, to throw off such Government, and to provide new Guards for their future security. — Such has been the patient sufferance of these Colonies; and such is now the necessity which constrains them to alter their former Systems of Government. The history of the present King of Great Britain is a history of repeated injuries and usurpations, all having in direct object the establishment of an absolute Tyranny over these States. To prove this, let Facts be submitted to a candid world. — He has refused his Assent to Laws, the most wholesome and necessary for the public good. — He has forbidden his Governors to pass Laws of immediate and pressing importance, unless suspended in their operation till his Assent should be obtained; and when so suspended, he has utterly neglected to attend to them. — He has refused to pass other Laws for the accommodation of large districts of people, unless those people would relinquish the right of Representation in the Legislature, a right inestimable to them and formidable to tyrants only. — He has called together legislative bodies at places unusual, uncomfortable, and distant from the depository of their public Records, for the sole purpose of fatiguing them into compliance with his measures. — He has dissolved Representative Houses repeatedly, for opposing with manly firmness his invasions on the rights of the people. — He has refused for a long time, after such dissolutions, to cause others to be elected; whereby the legislative powers, incapable of Annihilation, have returned to the People at large for their exercise, the State remaining in the mean time exposed to all the dangers of invasion from without, and convulsions within. — He has endeavored to prevent the population of these States; for that purpose obstructing the Laws for Naturalization of Foreigners; refusing to pass others to encourage their migrations hither, and raising the conditions of new Appropriations of Lands. — He has obstructed the Administration of Justice, by refusing his Assent to Laws for establishing Judiciary Powers. — He has made Judges dependent on his Will alone, for the tenure of their offices, and the amount and payment of their salaries. — He has erected a multitude of New Offices, and sent hither swarms of Officers to harass our People, and eat out their substance. — He has kept among us, in times of peace, Standing Armies without the Consent of our Legislatures. — He has affected to render the Military independent of and superior to the Civil power. — He has combined with others to subject us to a jurisdiction foreign to our constitution, and unacknowledged by our laws; giving his Assent to their Acts of pretended legislation: — For quartering large bodies of armed troops among us: — For protecting them, by a mock Trial, from punishment for any Murders which they should commit on the Inhabitants of these States: — For cutting off our Trade with all parts of the world: — For imposing Taxes on us without our Consent: — For depriving us in many cases, of the benefits of Trial by Jury: — For transporting us beyond Seas to be tried for pretended offences: — For abolishing the free System of English Laws in a neighbouring Province, establishing therein an Arbitrary government, and enlarging its Boundaries so as to render it at once an example and fit instrument for introducing the same absolute rule into these Colonies: — For taking away our Charters, abolishing our most valuable Laws, and altering fundamentally the Forms of our Governments: — For suspending our own Legislatures, and declaring themselves invested with power to legislate for us in all cases whatsoever. — He has abdicated Government here, by declaring us out of his Protection and waging War against us. — He has plundered our seas, ravaged our Coasts, burnt our Towns, and destroyed the lives of our people. — He is at this time transporting large Armies of foreign Mercenaries to compleat the works of death, desolation and tyranny, already begun with circumstances of cruelty & perfidy scarcely paralleled in the most barbarous ages, and totally unworthy the Head of a civilized nation. — He has constrained our fellow Citizens taken Captive on the high Seas to bear Arms against their Country, to become the executioners of their friends and Brethren, or to fall themselves by their Hands. — He has excited domestic insurrections amongst us, and has endeavoured to bring on the inhabitants of our frontiers, the merciless Indian Savages, whose known rule of warfare, is an undistinguished destruction of all ages, sexes and conditions. In every stage of these Oppressions We have Petitioned for Redress in the most humble terms: Our repeated Petitions have been answered only by repeated injury. A Prince, whose character is thus marked by every act which may define a Tyrant, is unfit to be the ruler of a free people. Nor have We been wanting in attentions to our British brethren. We have warned them from time to time of attempts by their legislature to extend an unwarrantable jurisdiction over us. We have reminded them of the circumstances of our emigration and settlement here. We have appealed to their native justice and magnanimity, and we have conjured them by the ties of our common kindred to disavow these usurpations, which would inevitably interrupt our connections and correspondence. They too have been deaf to the voice of justice and of consanguinity. We must, therefore, acquiesce in the necessity, which denounces our Separation, and hold them, as we hold the rest of mankind, Enemies in War, in Peace Friends.

We, therefore, the Representatives of the united States of America, in General Congress, Assembled, appealing to the Supreme Judge of the world for the rectitude of our intentions, do, in the Name, and by authority of the good People of these Colonies, solemnly publish and declare, That these United Colonies are, and of Right ought to be Free and Independent States; that they are Absolved from all Allegiance to the British Crown, and that all political connection between them and the State of Great Britain is and ought to be totally dissolved; and that as Free and Independent States, they have full Power to levy War, conclude Peace, contract Alliances, establish Commerce, and to do all other Acts and Things which Independent States may of right do. — And for the support of this Declaration, with a firm reliance on the protection of divine Providence, we mutually pledge to each other our Lives, our Fortunes and our sacred Honor.

John Hancock

CAMPUS PARTNERS

Use this guide while amplifying the central campaign or telling related stories from your unit. The creative concepting presented here should apply to anything affiliated with America's 250th birthday, including digital and print content and events. To capitalize on this messaging:

- **Amplify Purdue Brand Studio resources, which will include a hero video, storytelling efforts, podcast episodes and a merchandise collection.**
- **Highlight alumni from your college through storytelling features that showcase their contributions to our country; share the stories on social channels and websites.**
- **Submit any environmental graphics to Purdue Brand Studio for approval at brand@purdue.edu.**
- **Purdue is not affiliated with any of the commemorative campaigns happening on a national level. In copy, use phrasing such as "America's 250th anniversary" or "250 years of discovery and innovation," not "America250."**

AUDIENCES

Throughout the campaign, our messaging will reach beyond Purdue's communities to also inform previously unaffiliated audiences.

DEMOGRAPHICS

Men and women age 16-55

- **16-24:** Students forming opinions on education
- **25-35:** Professionals reflecting on their educational paths
- **36-55:** Parents and community members concerned with education access, quality and value

MOTIVATIONS

Values: Personal and professional growth, societal contribution

Concerns: Rising tuition costs, student debt, accessibility for underrepresented groups, job-market alignment

Positive perceptions: Empowerment through knowledge, education as a driver of innovation and mobility

ENGAGEMENTS

Drawn to success stories with a focus on educational impact and innovation

- **16-24:** Instagram, YouTube, ad-supported streaming
- **25-35:** Facebook, LinkedIn, streaming services, linear TV
- **36-55:** Public broadcasting, local news, educational programming

NARRATIVE

Generations of Boilermakers have helped forge the American dream, building a place where freedom and opportunity exist for everyone and where progress is achieved together. This drive stems from our roots as a land-grant university, making education accessible for all.

Our shared focus on tackling the toughest challenges — again and again and again — paves the way to a brighter future.

We celebrate our exploration giants like Amelia Earhart and aerospace heroes like Neil Armstrong. Engineering experts like Hoover Dam constructor Elwood Mead and Golden Gate Bridge designer Charles Alton Ellis. Game changers like trailblazers Frieda and Winifred Parker, and quarterback, businessman and philanthropist Drew Brees.

It is on this campus that the country's first computer science program started and first Women in Engineering Program launched. Where today's students are advancing AI, impacting health initiatives, pioneering new tech, asking life's biggest questions and integrating business with emerging engineering fields.

At Purdue, perhaps our biggest achievement is sharing all our discoveries with the country we hold so dear. We believe in the persistent pursuit of innovation for all with every fiber of our being.

IT IS ONLY TOGETHER
THAT WE TAKE
THE NEXT GIANT LEAP.

VOICE AND TONE

Our voice is influenced by characteristics that represent our community. Purdue is driven, balanced, intentional, innovative, inclusive and respected.

Our tone for celebrating leans into the pride of being a part of something bigger than ourselves. We deeply value the journey that's gotten us here — distinguishing and applauding those who have built the American dream — and anticipate the milestones yet to come, building excitement and hope for the future.

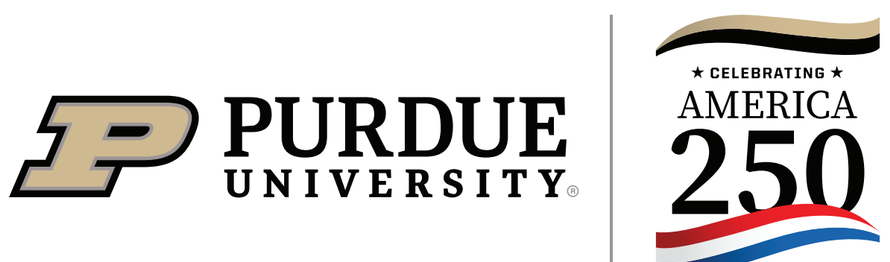
VISUAL ELEMENTS

Badge and Lockup

The badge can be used only when the signature logo is present, either somewhere on the piece or in the lockup form. A key theme of this badge is unity, where brand details and Americana come together. It's a nod to the American flag with the use of red, white and blue, while representing Purdue's old gold and black.



Purdue celebrating America's 250th anniversary badge
Full color

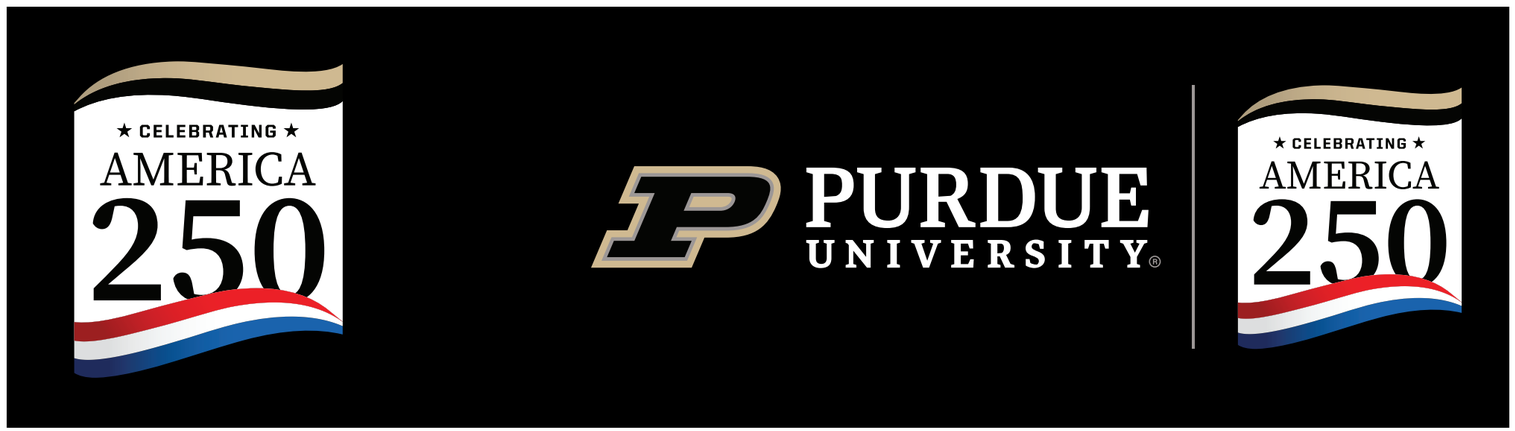


Purdue celebrating America's 250th anniversary lockup
Full Color





One-color versions available
Limited to promo items and merchandise



Purdue celebrating America's 250th anniversary badge
Reverse

Purdue celebrating America's 250th anniversary lockup
Reverse

VISUAL ELEMENTS

Type Treatments

When the badge or lockup seems to compete with the ribbon graphic in a design, consider using one of the approved type treatments.

Type treatments can be placed over solid colors or over a photo or video. The Purdue signature logo still needs to be present in the design but not in close proximity to the type treatment.

★ CELEBRATING ★
AMERICA
250

Full color

★ CELEBRATING ★
AMERICA
250

White

★ CELEBRATING ★
AMERICA
250

Black

VISUAL ELEMENTS

FONTS

While all brand font families can be used, prioritize using Source Serif Pro as the primary font. The serifed font blends both historical elegance and modern functionality to create a traditional and engaging look.

Source Serif Pro

UNITED SANS

UNITED SANS CONDENSED

UNITED SANS SEMI EXTENDED

UNITED SANS EXTENDED

Acumin Pro

Acumin Pro SemiCondensed

Acumin Pro Condensed

Acumin Pro ExtraCondensed

COLORS

The introduction of red and blue makes it preferable to use a more limited palette of standard brand colors to keep a clean, cohesive look. When working on this campaign, refrain from using Rush, Field and Dust.

Red and blue should be used only in ribbon graphic

Primary Colors

Boilermaker Gold

Aged Gold

Black

Steel

Railway Gray

Steam

White

Supporting colors (ONLY TO BE USED IN RIBBON)

Red

Blue

BRAND COLORS TO AVOID

Rush Gold

Field Gold

Dust Gold

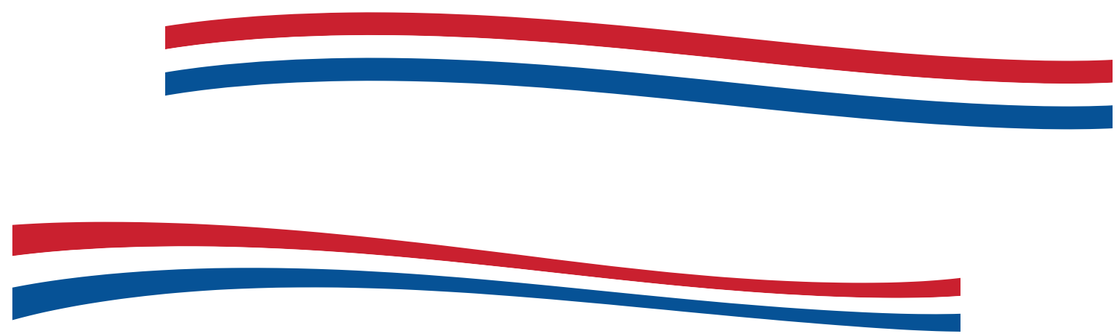
VISUAL ELEMENTS

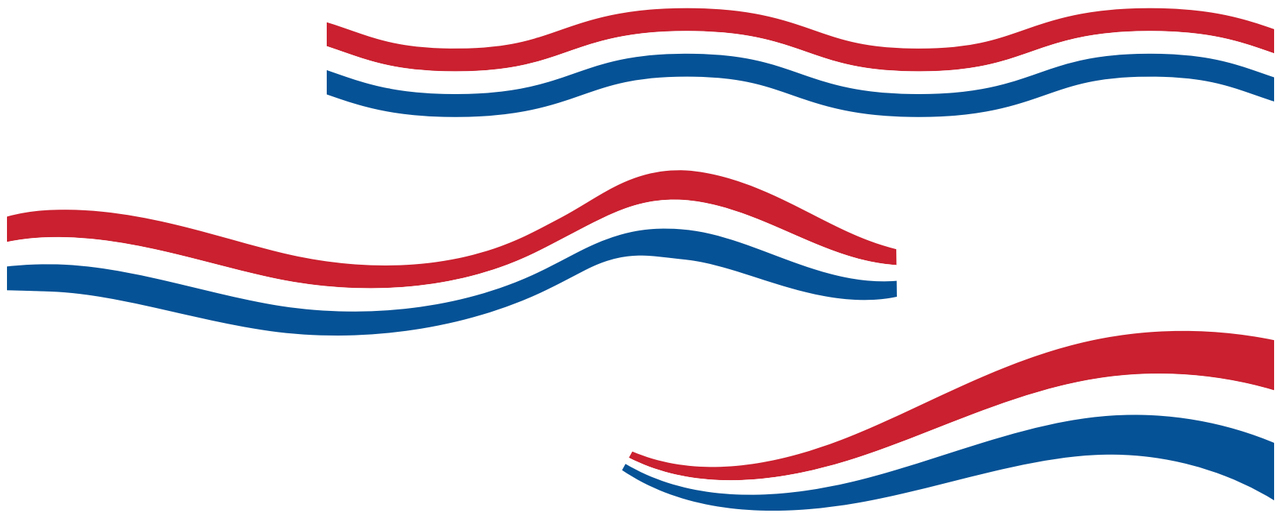
Red, White and Blue Ribbon

This key graphic element is inspired by the movement of a flag. It signals flowing fabric and a sense of forward momentum.

To ensure consistency and flexibility across assets, this element is created as a custom Illustrator brush. The ribbon provides a controlled way to incorporate the red, white and blue palette without relying on typography or backgrounds. It can be applied as a subtle or bold element.

- Using a brush format allows designers to adapt the ribbon's shape, scale and direction.
- The red stripe should be on the top or on the left, so it reads red, white then blue.
- The width tool in Illustrator can also be used, allowing dynamic, variable-width strokes by clicking and dragging a path to add width points; sections can be made thicker or thinner, creating a tapering effect.





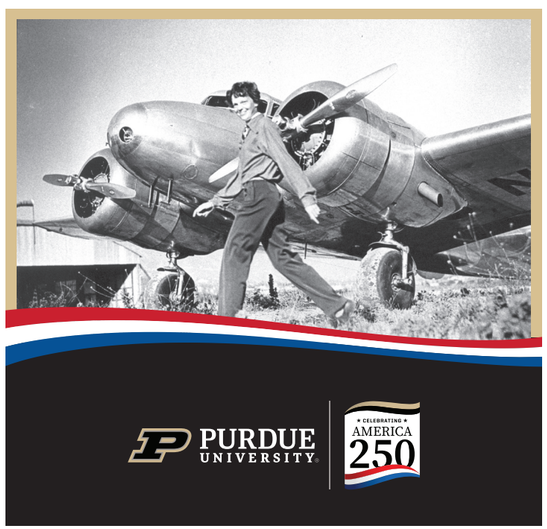
VISUAL ELEMENTS

Red, White and Blue Ribbon

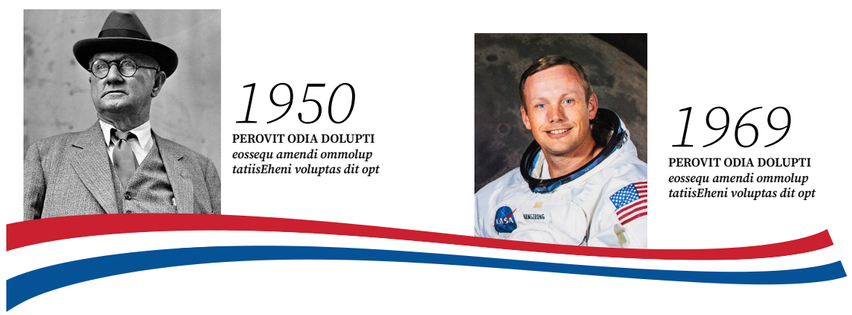
Recommended Uses

- Along the edges of photography to introduce motion and energy
- As a unifying graphic accent that ties multiple assets together
- As a dynamic framing or directional element within layouts







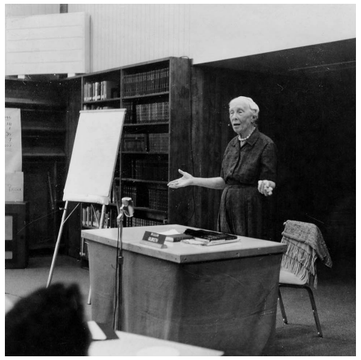


PHOTOGRAPHY

Our photography should celebrate America at 250 years by embracing all components of American life — its people, landscapes and cultures, its histories and futures. The goal is not to freeze the brand in a single era or aesthetic but to show many photographic styles.

This approach promotes the idea that America and Purdue aren’t encapsulated by a single story or look. Use multiple approaches, including documentary, portraiture, editorial, conceptual and archival photography to reflect this range.



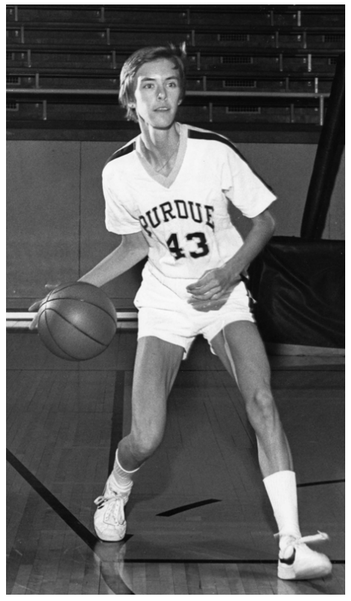














RETAIL APPAREL

Modified Badge

The modified badge is approved for retail apparel use only. It may be used only when the Motion P appears somewhere on the same garment or design.

The modified badge and the Motion P must not be placed side by side.

For detailed Motion P usage and requirements, refer to the Purdue University Artwork Sheet.



Purdue celebrating America's 250th anniversary badge for use on light colors

Full color



Purdue celebrating America's 250th anniversary badge for use on dark colors

Full color reverse

PURDUE UNIVERSITY®

★ CELEBRATING ★ AMERICA 250

Submit approvals: brand@purdue.edu