PURDUE UNIVERSITY
QUICK BRAND GUIDE
VISUAL

LOGO

COLORS

CORE COLORS
- CAMPUS GOLD
- YELLOW WALK
- MACKY ORANGE
- BELL TOWER BROWN
- OAKEN BUCKET
- SPRING FEST GREEN
- CELERY BOG GREEN
- ROSS-AD AMELIA SKY BLUE
- SLAYTER SKY BLUE
- FOUNTAIN RUN TEAL
- EVER TRUE BLUE
- MOON DUST GRAY
- COAL GRAY
- PAPPY'S PURPLE

SECONDARY COLORS
- WALK MACKEY ORANGE BELL TOWER BRICK
- BRICK OAKEN BUCKET
- SPRINT FEST GREEN
- CELERY BOG GREEN
- ROSS-AD 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 FLIGHT
- 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
The Purdue brand voice is a combination of:

- Friendly
- Simple
- Practical
- Inspirational
- Conversational
- Smart
- Sophisticated
- Energetic

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

**Audience: Development**
- Make your Mark

**NOT**
- Leaving a Legacy

**Audience: Alumni**
- It takes confidence to take a good idea and dive in. These young Boilermakers have that trait in abundance.

**NOT**
- Purdue has many young Boilermakers whose achievements we can all root for.

**Audience: Community**
- State of Change: Ideas from Purdue help power the Indiana economy

**NOT**
- 2015: Moving Indiana Forward

**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 ... ?

**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.

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.

**purdue.edu/brand**

**marketing@purdue.edu**