PURDUE UNIVERSITY
QUICK BRAND GUIDE
VISUAL

LOGO

COLORS

CORE COLORS
- CAMPUS GOLD
- BLACK

SECONDARY COLORS
- YELLOW WALK
- MACKY ORANGE
- BELL TOWER BRICK
- OAKEN BUCKET BROWN
- SPRING FEST GREEN
- CELERY BOG GREEN
- ROSS-ADE GREEN
- LAND-GRANT GREEN
- AMELIA SKY BLUE
- SLAYER 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 FLIGHTWEIGHT
  - 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
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.

<table>
<thead>
<tr>
<th>Audience: Development</th>
<th>NOT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make your Mark</td>
<td>Leaving a Legacy</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Audience: Alumni</th>
<th>NOT</th>
</tr>
</thead>
<tbody>
<tr>
<td>It takes confidence to take a good idea and dive in. These young Boilermakers have that trait in abundance.</td>
<td>Purdue has many young Boilermakers whose achievements we can all root for.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Audience: Community</th>
<th>NOT</th>
</tr>
</thead>
<tbody>
<tr>
<td>State of Change: Ideas from Purdue help power the Indiana economy</td>
<td>2015: Moving Indiana Forward</td>
</tr>
</tbody>
</table>

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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