Purdue University’s College of Health and Human Sciences (HHS) has important stories and messages for helping communicate its mission. This guide is designed to assist HHS faculty and staff in promoting a consistent visual identity and written messages specifically for HHS and its units while adhering to the Purdue identity standards.

This brand guide can help in creating consistent internal and external communications, printed collateral materials, novelty items, websites and PowerPoints by HHS faculty and staff when following these recommendations. These are not rules. They are suggestions for color, type and texture to help create a consistent yet versatile look and voice throughout HHS.

Driving learning and advancing research for some of the brightest undergraduate and graduate students in the world, HHS and its faculty and staff are improving people’s health and well-being and enhancing their quality of life. We have many stories to tell.

This guide will help frame those stories in design, type, color, images and words befitting a leader in striving to make people’s lives better through a focus on learning, discovery and engagement in the health and human sciences.
BRAND POSITIONING STATEMENT

The Purdue College of Health and Human Sciences strives to be **THE GLOBAL LEADER IN IMPROVING PEOPLE’S HEALTH AND ENHANCING THEIR QUALITY OF LIFE** through transformative learning, discovery and engagement efforts that advance well-being and build on Purdue’s storied tradition of excellence.

TAGLINE

“Making Lives Better” is the official college-level tagline for the College of Health and Human Sciences. We encourage the phrase’s consistent usage in overarching messaging for printed and digital marketing materials, helping advance HHS’ mission to impact the health and well-being of our world.

WHAT’S A BRAND POSITIONING STATEMENT?

A brand positioning statement is for **internal use**, encompassing what a brand is about and what differentiates it from other — possibly similar — brands. The positioning statement provides a context that’s relative to your competitors (peers) and relevant to your target audience (the customer).

BRAND POSITIONING STATEMENT VS. TAGLINE

The brand positioning statement is the **underlying** message audiences should come away with after reviewing communications from HHS. A tagline is a short, catchy phrase (often just a few words) that summarizes the services, benefits or products offered by an organization or business. A brand positioning statement is **NOT** a tagline and should only be used internally for brand education and understanding.
KEY MESSAGING

This list of key messages builds on HHS’ mission for transformative learning, discovery and engagement, providing the foundation for all writing and communications with your various audiences. Consider these a door to craft direct communications, whether your goal is to educate, discuss, promote or advocate. These specific messages, however, are for internal use and are not to be used word-for-word in your printed and digital marketing materials.

- We bring together faculty and staff and academic programs and research dedicated to informing people’s behavioral choices, improving their health and enhancing their quality of life.

- Committed to improving people’s lives, we focus on every stage of the human lifecycle, offering an integrated, 360-degree approach to areas such as health, fitness, hospitality, nutrition, education, disease prevention and financial literacy.

- Our academic programs are structured to offer a comprehensive, transformative learning experience, providing a unique combination of the health and human sciences for a rigorous but flexible path to success.

- We will equip our students to translate theory into action, preparing them for careers that can have an immediate impact on the well-being of their communities and the world.

- Our faculty members and students collaborate with leaders in government, business, industry and other organizations to research global challenges in the health and human sciences where discoveries are translated into practice.

- We foster a community of learning, discovery and engagement that places a priority on intellectual and cultural diversity and values.

- Through a focus on innovation and impact, we embrace opportunities for HHS students to partner with other leading programs at Purdue so they are prepared for leadership in government, business, industry and other organizations.
BRAND PROPOSITION
Improving people’s lives through a 360-degree approach to the human lifecycle

VALUES
Knowledge, connections, curiosity, determination and belief in a better future

BRAND PERSONALITY
A purpose-driven, compassionate and optimistic visionary

BRAND DRIVERS

POINTS OF DIFFERENCE
• Comprehensive, 360-degree approach to transforming people’s lives
• Emphasis on real-world application through internships, co-ops and other experiential learning opportunities
• Unique blend from leading programs in health, human and consumer sciences

POINTS OF PARITY
• Improving quality of life
• Flexible curriculum
• Interprofessional approach to learning and research
• Encouraging and supportive advising staff
• Globally minded
• Theory with practice
• Real-world experience
• Career preparation

VISION
Purdue’s College of Health and Human Sciences has a transformative impact on the behavior, health and quality of life of people.

MISSION
Purdue’s College of Health and Human Sciences prepares scholars, develops leaders, translates theory to practice, and creates new knowledge for improving human behavior, health and quality of life.
DEFINITION OF TERMS

Brand Proposition
The most inspiring and compelling thing we can convey about the brand to our target audiences.

Brand Values
What a brand stands for, the things it holds dear, the principles that define how it behaves.

Brand Personality
The human characteristics that are attributed to and personify the brand.

Brand Drivers
The unique and differentiating benefits the brand offers that meet target needs and drive choices.

Vision
A vision statement, a key part of a strategic plan, expresses the entity’s optimal goal and reason for existence based on its primary values and goals that inform this aspiration.

Mission
A mission statement, another key component of a strategic plan, provides an overview of the entity’s plans to realize its stated brand vision through its identified core services and target audience.
KEY TARGET AUDIENCES

Our communications must reach many different audiences and tell many different stories. The visual and verbal tone of each piece needs to reflect key messages that are important to its intended audiences. This section of the brand guidelines focuses on undergraduate student recruitment for the key audiences of in-state, out-of-state and international students.
MAKING CONNECTIONS TO FUTURE STUDENTS

When trying to make connections to future undergraduate students, it’s important to think about to whom you are talking. Different audiences — and intersections of audiences — need to hear different messages.

HOW DO I USE THIS CHART IN MY COMMUNICATION PLAN?

Example 1: You have a specific target location and interest area.

You are writing a message for your unit as part of a recruitment marketing effort. You want to reach future students who are interested in business, and you’re only sending it to Indiana inquiries.

See below and find the section for “All Future Undergraduate Students.” Take one of the student segments below and then flip the page. Find the row for a specific student segment — “Out-of-State Students,” for example, and then select a row for a specific interest and what would appeal to them.

Example 2: You are targeting students in multiple interests and areas.

You are planning to develop a brochure for your unit. You want to reach students who are interested in health care and education. You are mailing it nationwide.

Flip the page and find “Indiana Students,” “Out-of-State Students” or “International Students,” and their particular interests — “Health Focused,” “Behavioral and Social Sciences Focused” or “Education Focused.” Here, you can read about who these students are and what key messages would appeal to them.

<table>
<thead>
<tr>
<th>WHO THEY ARE</th>
<th>ABOUT THEM</th>
<th>WHAT THEY NEED TO KNOW</th>
</tr>
</thead>
</table>
| All Future Undergraduate Students | • They recognize Purdue as an academically strong institution, but not all are familiar with its programs outside of engineering.  
• Looking for a community/home away from home.  
• May be predisposed to think of attending another university with specialized colleges in their major instead of looking under Purdue HHS umbrella.  
• Concerned with getting a job or gaining acceptance into graduate school.  
• Need to differentiate themselves in the job market after graduation.  
• Want to get the most out of their undergraduate education.  
• Motivated to making a lasting impact on society. | • An HHS degree leverages the Purdue name, which positions students competitively in the national job market.  
• HHS has a variety of majors under one umbrella, allowing students the flexibility to choose or modify their path to success.  
• Purdue HHS can be students’ home away from home. It is a unit within a major university, which allows students to enjoy the opportunities that a large university provides, while still providing a feeling of community.  
• HHS has a strong record of preparing graduates for careers or acceptance into graduate/professional school.  
• HHS students have access to undergraduate research, clinical and professional experiences, internships, licensure programs, study abroad opportunities and five-year master’s programs.  
• HHS has state-of-the-art facilities for learning and discovery. |
# Overview of Key Audience Segments

<table>
<thead>
<tr>
<th>WHO THEY ARE</th>
<th>ABOUT THEM</th>
<th>WHAT THEY NEED TO KNOW</th>
</tr>
</thead>
</table>
| Indiana Students | • Affordability is very important.  
• May be looking at smaller in-state schools. | • Purdue University strives to make higher education affordable and accessible.  
• HHS provides many options and opportunities that students would not find at a smaller university or school. |
| Out-of-State Students | • Need to be able to justify the costs/benefits of attending an out-of-state university.  
• They are aware of Purdue’s strong academic tradition and reputation that extend beyond the state and internationally. | • An HHS degree leverages the prestige of the Purdue name, which positions students competitively in the national job market.  
• Compared with other out-of-state universities, Purdue has competitive tuition.  
• Purdue offers an inviting, friendly and welcoming campus environment, and students from other states will feel right at home. |
| International Students | • Drawn to the strengths of our science, technology, engineering and math programs, Purdue is the No. 1 destination for international students in STEM among public U.S. universities.  
• Are attracted by a campus that centers on academics but offers a welcoming cultural and social experience through a diversity of programs.  
• Number more than 9,000 students at Purdue, including 5,200 undergraduates, each year.  
• They are immersed with students from more than 120 countries while studying at Purdue, creating an enriching educational experience. | • Award-winning programming encourages more interaction between international and American students.  
• Highlight success in placing HHS graduates with companies that have a significant global presence.  
• Focus on the value that international students bring to Purdue, not solely on the value that Purdue offers them.  
• Showcase programs recognized by the Institute of International Education for helping international students integrate into campus life and the local community.  
• They can experience a hands-on, practical experience to learning and education that may differ from what they would receive at home.  
• Emphasize that HHS programs such as Connections for Leadership and Academic Achievement for International and Multicultural Students (ACCLAIM) promote cultural awareness, leadership opportunities and academic achievement for international students in college.  
• In comparison with other global universities, including those with the high international student enrollment, emphasize Purdue’s competitive, affordable international tuition that has been frozen since 2013. |
<table>
<thead>
<tr>
<th>SEGMENT MESSAGING</th>
<th>WHO THEY ARE</th>
<th>ABOUT THEM</th>
<th>WHAT THEY NEED TO KNOW</th>
</tr>
</thead>
</table>
| **Health Focused** | • May be thinking of going to an institution with its own medical school.  
• Could be looking for licensure or graduate/professional school options when they complete their undergraduate studies. | • Because Purdue is a global leader in the STEM disciplines, HHS gives students an opportunity to prepare for medical school by gaining exposure to interprofessional thinking and projects.  
• An HHS degree can put students on the path to graduate studies in medicine and health sciences.  
• Students will have access to undergraduate research, clinical experience and licensure programs.  
• HHS graduates have a high percentage of graduate and professional school acceptance. | |
| **Business Focused** | • May consider a business school or even Purdue’s Krannert School of Management instead of HHS.  
• Students who may be attracted to HHS business programs enjoy business and numbers, but they want to work with people and not just numbers. | • Our programs focus on the human aspect of business. Students can combine an entrepreneurial or business mindset focused on working more closely with people.  
• We are consistently ranked among the top business and financial planning programs in the country.  
• Our curricula prepare students to be creative problem solvers, to think on their feet, and to enhance their communication and people skills.  
• Students receive mentoring from both professors and alumni. | |
| **Education Focused** | • Are committed to careers where they can help people, particularly children, achieve their dreams.  
• Desire to make a difference in decision-making of those seeking healthier, fulfilling life. | • Early Childhood Education and Exceptional Needs majors are qualified to teach birth-third grade within inclusive and special education classrooms, and they don’t need an elementary education degree to teach at this level.  
• Students who graduate with a degree in Family and Consumer Sciences Education (FCSE) are qualified to teach at the middle school and high school levels.  
• These areas are in high demand.  
• Indiana has compact agreements with 47 states, meaning those with a valid Indiana teaching license can easily gain a license in nearly every state. | |
| **Behavioral and Social Sciences Focused** | • Want to know that what they plan to do will make a difference.  
• Value relationships — whether individual or community.  
• Drawn to programs focused on working with children, the elderly or intergenerational programs that span the human lifecycle. | • If a student’s focus is working with and helping people, HHS is the place for him or her.  
• Our graduates are equipped to lead an organization that makes a difference. | |
## Overview of Key Audience Segments

<table>
<thead>
<tr>
<th>WHO THEY ARE</th>
<th>ABOUT THEM</th>
<th>WHAT THEY NEED TO KNOW</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Alumni</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Graduated 2010 or before | • Don’t feel a strong connection to the College as a whole.  
• They’re more attached to their specific departments/units.  
• Want to know that the school is performing competitively in the national market.  
• Want to know that their degree is still worth something. | • HHS was formed to create new learning opportunities for students and bring visibility to the health and human sciences at Purdue.  
• HHS is now the third-largest college, when counting both undergraduate and graduate students, on Purdue’s campus.  
• Need to know the continued success of the programs from which they graduated.  
• Alums are excited about investing in those who aspire to invest in the lives of others. |
| Graduated after 2010 |            |                        |
| Graduated 2010 or before | • Graduated before HHS was a college and have more affiliation with their departments or previous colleges.  
• Might be looking for more connection now than when they were younger. | • Additional data needed for this section. |
| Graduated after 2010 | • Graduated during HHS’ existence, but they feel more connected to their unit or department.  
• Ready to embrace the whole University and leverage the Purdue name. | • Additional data needed for this section. |
COLLEGE OF HEALTH AND HUMAN SCIENCES

MESSAGING GUIDELINES
OUR PERSONALITY

THE FILTER — OUR LOOK, FEEL AND VOICE SHOULD ALWAYS BE:

<table>
<thead>
<tr>
<th>PURPOSE-DRIVEN</th>
<th>OPTIMISTIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>(focused, determined, mindful)</td>
<td>(confident, hopeful, positive)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COMPASSIONATE</th>
<th>INNOVATIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>(caring, empathetic, benevolent)</td>
<td>(driven, inquisitive, analytical)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TRANSFORMATIVE</th>
<th>ENCOURAGING</th>
</tr>
</thead>
<tbody>
<tr>
<td>(life-changing, meaningful, revolutionary)</td>
<td>(hopeful, motivational, inspiring)</td>
</tr>
</tbody>
</table>

THE PERSONIFICATION:

“A PURPOSE-DRIVEN, COMPASSIONATE AND OPTIMISTIC VISIONARY”

- WALT DISNEY
- AMELIA EARHART
- GEORGE WASHINGTON CARVER
- FLORENCE NIGHTINGALE
- JONAS SALK
THE BRAND VOICE

Like a choir, there are many voices that make up Purdue’s College of Health and Human Sciences. Not only do we have many units and messages to convey, we also have many audiences.

Just as you change your tone based on the audience and what you say, HHS’ written voice depends on the subject matter, audience and the message that needs to be conveyed.

Some messages will be more academic. Others can be conversational. Some will be informational or promotional. And as each department develops its marketing and messages, its voice will be crafted in harmony with HHS’ strategic plan, its mission and its aspirations.

Just like people, brands have personality. Your voice is your personality in print and other media communications. Sentence structure. Word choice. Tone. The goal is to define and create a distinct voice that tells the exciting story of HHS for its many audiences.

HHS’ voice will align with the University’s brand voice while still having its own personality. Here’s an overview of HHS’ voice spectrum to help you develop your messages consistently.
WRITING IN THE BRAND VOICE

Below are some tips that can help you convey what the Purdue brand voice describes as the “eureka” moment in copy. Our brand voice is about being active and powerful. These examples use the Purdue brand voice while expressing a sense of urgency and excitement that shows our culture of discovery. These are tips for crafting marketing messages that also highlight the impact HHS and its graduates are having in the world. Add your own techniques as you become more familiar with the brand voice.

USE THE MOMENT AS A DEVICE.
“1:23 p.m.: the moment you . . .”

USE PRESENT TENSE EVEN WHEN HIGHLIGHTING HHS’ IMPRESSIVE TRADITION.
• Right now
• Today
• This moment
• This is the instance __________ happens

ASK A QUESTION.
• Did you know…?
• Have you seen…?
• Will you discover…?

USE ACTIVE TONE AND SIMPLE LANGUAGE TO CONVEY IMMEDIACY.
• “It takes confidence to develop a good idea and dive in. Purdue HHS students have that trait in abundance.”
• “State of Impact: HHS researchers collaborating to address major health challenges promote solutions and power innovation.”
EDITORIAL STYLE GUIDE

The term “style,” in this context, refers to editorial rules and Purdue-specific conventions relative to spelling, punctuation and word usage. Purdue Marketing and Media uses the Associated Press Stylebook as the preferred style guide for printed pieces.

UNIVERSITY/COLLEGE/SCHOOL NAMES
Use capitalization when listing a Purdue college or school by its formal name (e.g., College of Health and Human Sciences) or when using a shortened form (e.g., Health and Human Sciences) to make clear you are referring to the college/school vs. a field of study.

Do not capitalize “college” or “school” when referring in general terms about Purdue. Do not capitalize the word “colleges” or “schools” when referring to more than one individual college or school, e.g., “the departments and schools within Health and Human Sciences.”

The word “University” should be capitalized in instances where it stands for the longer phrase “Purdue University.” Such references to “University” are always preceded by the word “the.”

ACADEMIC UNIT NAMES
Use capitalization when listing a department by its formal name (e.g., Department of Consumer Science) or when using a shortened form in other, less formal instances (e.g., Consumer Science) to make clear you are referring to the department and not a field of study.

On successive references, use “the department.” Avoid using phrases such as “the health and kinesiology department” so that you don’t appear inconsistent.

AMPERSEND USAGE
For brand consistency always spell out “and” and refrain from using ampersand for the “College of Health and Human Sciences.” The only exception is the “College of Health & Human Sciences” academic lockup where the ampersand is allowed. The HHS lockup is below.

SERIAL COMMAS
Avoid serial commas unless it is part of an official name (Department of Speech, Language, and Hearing Sciences) or if needed to avoid confusion in a sentence.

THE PURDUE UNIVERSITY EDITORIAL STYLE GUIDE
This resource answers questions specific to Purdue that other style resources do not address. It also lists Purdue-specific exceptions to the rules in the resources at https://www.purdue.edu/brand/writing/style_guide.html
CORE COLOR PALETTE

Purdue takes great pride in its Black and Gold. These colors should appear on all materials created for the University and set the tone for printed and digital materials produced by and for HHS. All colors in the color palette recently have been revised to ensure a more consistent use of color across multiple mediums, including coated and uncoated paper stocks. The colors also have been assigned specific names — most of those names relate to the University and its traditions. This is another way to ensure consistency in all Purdue marketing materials and to provide a standard for alignment for the University and colleges such as HHS.

CORE COLORS

<table>
<thead>
<tr>
<th>Color</th>
<th>PROCESS COATED:</th>
<th>PROCESS UNCOATED:</th>
<th>R:</th>
<th>G:</th>
<th>B:</th>
<th>WEB:</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOILER BLACK</td>
<td>K:100</td>
<td>K:100</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>000000</td>
</tr>
<tr>
<td>CAMPUS GOLD</td>
<td>C:6 M:27 Y:100 K:12</td>
<td>C:2 M:22 Y:100 K:12</td>
<td>177</td>
<td>129</td>
<td>81</td>
<td>B18108</td>
</tr>
<tr>
<td>COAL GRAY</td>
<td>C:26 M:31 Y:35 K:72</td>
<td>C:22 M:25 Y:28 K:60</td>
<td>77</td>
<td>64</td>
<td>56</td>
<td>#4D4038</td>
</tr>
</tbody>
</table>

SPOT:
- COATED: PMS 110 C
- UNCOATED: PMS 7405 U

WHITE SPACE
Consider white as another color in our palette.

DOWNLOAD THE PURDUE SWATCHES at purdue.edu/brand

REQUEST A PURDUE SWATCH BOOK
The Purdue Brand Color Swatch Book is your go-to guide to help manage color and support the Purdue brand. Request a copy at purdue.edu/brand/swatchbook
WHY DON’T YOU SEE ALL THE PURDUE BRAND COLORS?
These colors are not consistent with the current look and feel of HHS’ brand, and we suggest the college’s units use them sparingly, if at all, in their digital and printed marketing materials.
COLOR ALIGNMENT AND DISTRIBUTION

The graphic below is helpful in determining how colors are distributed for materials for Purdue as well as for HHS. A hierarchy of sorts. We encourage HHS to use the colors it has established in its portfolio, especially the blues that resonate with your audiences in the business and health care fields. Blue is perceived as trustworthy, stable, loyal and confident. Teal and white connote simplicity and purity. At the same time, while the additional colors open up new options for design, we should use restraint to make sure we don’t lose sight of what makes Purdue look like Purdue.

Overall, this diagram is a general guideline for making effective choices as you use color and white space proportionally in a typical layout. This isn’t meant to imply a strict mathematical distribution of the colors on the page. Rather, these ratios should help your layout pass a squint test.
COLORS FOR HHS AND ITS ACADEMIC UNITS

All colleges and schools at Purdue should continue using the University’s primary colors of Black and Gold in its materials, and HHS is no exception. At the same time, HHS has developed its own family look and feel, accented by the consistent use of these secondary colors for its specific units. Consistent use of these secondary colors to help HHS units establish an identity should be encouraged and promoted at the college level.

College of Health and Human Sciences
WHITE, CAMPUS GOLD, COAL GRAY, MOON DUST, BLACK, EVER TRUE BLUE, SLAYTER SKY BLUE, FOUNTAIN RUN TEAL, AMELIA SKY BLUE

SLAYTER SKY BLUE  HTM  Hospitality and Tourism Management
FOUNTAIN RUN TEAL  CSR  Consumer Science
AMELIA SKY BLUE  HSCI  Health Sciences
BELL TOWER BRICK  SLHS  Speech, Language, and Hearing Sciences
MACKEY ORANGE  NUR  Nursing
YELLOW WALK  PSY  Psychological Sciences
LAND-GRANT GREEN  NUTR  Nutrition Science
ROSS-ADE GREEN  HDFS  Human Development and Family Studies
CELERY BOG GREEN  HK  Health and Kinesiology
**FONTS: CHAMPION**

Champion is our primary headline typeface, that comes in a variety of weights. It should be used more deliberately for headlines and short phrases.

**FEEL:**
- Bold
- Driven
- Confident

**USED FOR:**
- Big, bold statements
- Creating energy
- Proof points

**LIMIT YOUR NUMBER OF FONTS**
We recommend using only two of the brand fonts at a time on a project. Utilize multiple typefaces within the font family. Give each font a specific role or purpose in the design. Most projects will benefit from a more restrained, thoughtful approach.
**FONTS: MYRIAD PRO**

Myriad Pro is a secondary sans serif typeface. It has a classic yet fresh appearance. It should be used to communicate a broad range of subjects, especially when Champion is too strong or when a subtler or more sophisticated appearance is needed.

**FEEL:**
- Straightforward
- Clear
- Simple

**USED FOR:**
- Lengthy body copy
- Introduction copy
Chaparral Pro is a serif typeface intended to balance the boldness of Champion and rigidity of Myriad. It is sophisticated and friendly.

**FEEL:**
- Trustworthy
- Thoughtful
- Focused

**USED FOR:**
- Toned-back voice
- Visual contrast from Champion
- Introductory copy
- Lengthy body copy
**FONTS: ALTERNATES**

These fonts are alternate fonts when the brand fonts are not available. These fonts **do not apply** to logos, lockups or co-brands.

<table>
<thead>
<tr>
<th>IMPACT IS A SUBSTITUTE FOR CHAMPION</th>
<th>Arial may be used as a substitute for Myriad in text for the web, PowerPoint presentations and other documents.</th>
<th>TIMES NEW ROMAN IS A SUBSTITUTE FOR CHAPARRAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>A</td>
<td>A</td>
</tr>
</tbody>
</table>

Impact may be used as a substitute for Champion in headlines for the web, PowerPoint presentations and other documents.

**ABCDEFHGIJKLMNOPQRSTUVWXYZ**

**OPQRSTUVWXYZ**

**1234567890**
**TYPE DISTRIBUTION WITHIN THE BRAND**

Below is a spectrum of examples to assist in determining what typefaces, weight or relative size might be chosen, depending on the creative direction of a piece. When all of the characteristics of Champion, Chaparral Pro and Myriad Pro are considered, the possibilities are endless.

<table>
<thead>
<tr>
<th>CASUAL</th>
<th>FORMAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CHAMPION MIDDLEWEIGHT</strong></td>
<td><strong>Chaparral Pro Semibold</strong></td>
</tr>
<tr>
<td>Chaparral Pro Bold</td>
<td><strong>CHAPARRAL PRO SEMibold</strong></td>
</tr>
<tr>
<td><strong>CHAMPION WELTERWEIGHT</strong></td>
<td><strong>CHAPARRAL PRO REGULAR CAPS</strong></td>
</tr>
<tr>
<td><strong>CHAMPION LIGHTWEIGHT</strong></td>
<td><strong>Chaparral Pro Regular</strong></td>
</tr>
<tr>
<td>Myriad Pro Bold</td>
<td><strong>MYRIAD PRO LIGHT CAPS</strong></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>MYRIAD PRO BOLD CAPS</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Myriad Pro Semibold</strong></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
THE PURDUE UNIVERSITY LOGO AND HHS ACADEMIC LOCKUP

The Purdue University logo, also referred to as the Purdue University signature, is our identity mark. It represents the strong academic tradition that has been the force behind our University. The signature logo (or its respective academic lockup or co-brand) is to be used by ALL administrative and academic entities of the University.

The academic lockup was created to flexibly integrate the names of the colleges that exist under the University’s umbrella. Color variations and tab configurations apply to academic lockups in the same way as they are applied to the Purdue signature logo. This is regulated by background color or the number of colors available for printing.

For more guidance on Purdue logo and academic lockup usage, go to purdue.edu/brand/visual/logos/signature.html

WHEN DO I USE THE SIGNATURE LOGO VS. LOCKUP?
The Purdue signature logo is important to include at least once on marketing materials from HHS, particularly for external audiences. The HHS lockup can stand alone in materials intended for an internal audience. That’s especially the case for small flyers and posters where space is limited. Ideally, the Purdue signature logo should appear at least once on larger printed marketing pieces.

NEED THE LOGO?
Purdue signature and academic lockups can be downloaded at purdue.edu/brand/visual/logos/signature.html
MARGINS

The minimum space surrounding the signature logo or the academic lockup should be approximately the height of the “U.” This also applies to the minimum distance from the edge of the page.

COLOR VARIATIONS

Four options are available, depending on the background color or the number of colors available for printing.
INCORRECT LOCKUP USES

Highlighted here are the common mistakes that may occur if the lockup is re-created as shown below. Such misuses include changing the proportions, using incorrect fonts and changing the colors. The alterations shown below are prohibited.

Don't remove the line
Don't change color
Don't add drop shadow
Don't create a new logo from current lockup
Don't disproportionately scale the logo or lockup
Don't change the fonts

Approved version
The co-brands offer the flexibility to incorporate the departments and centers that fall under the HHS umbrella. The co-brand consists of the Purdue signature or College of Health and Human Sciences lockup.

**CO-BRAND USES**
Co-brands should follow the same rules as mentioned on the previous pages of this document.

**NEED A CO-BRAND?**
Please contact Marketing and Media at purduebrand@purdue.edu, 765-494-2034, or your marketing strategist to get your school’s file.

Horizontal CO-BRAND

**Purdue**

**Health & Human Sciences**

SPEECH, LANGUAGE, AND HEARING SCIENCES

Vertical CO-BRAND

**Purdue**

**Health & Human Sciences**

PSYCHOLOGICAL SCIENCES
BRAND PHOTOGRAPHY

To help capture the essence of the Purdue College of Health and Human Sciences, photography should feel natural and unposed whenever possible — placing the audience into a moment in time that they can experience without interruption. The images we use should reflect and convey HHS as a purpose-driven, compassionate and supportive college within Purdue that leads a comprehensive, 360-degree approach to transform people’s health and well-being and enhance their quality of life.
BRAND PHOTOGRAPHY: PORTRAITS

Portraits should be staged and well thought out, incorporating the environment to reflect the person and/or story. Featured persons can be offset, leaving room for copy on one side. Background that’s soft and out of focus can draw the attention to the person in focus.
BRAND PHOTOGRAPHY: ACADEMICS/DISCOVERY

We are an elite institution known for bright minds and big discoveries. The best way to capture that sentiment is to shoot in a style that’s genuine and unforced. Avoid situations with artificial or composed lighting. The photographer’s biggest asset is the ability to blend in and capture the moment without interrupting it. Also make sure that the students, faculty or research assistants photographed in a research laboratory environment are wearing the proper protective eyewear, gloves and clothing.
BRAND PHOTOGRAPHY: STUDENTS

General photography for use in higher education marketing materials should feel natural and spontaneous, capturing a moment in time. Photograph students, faculty members or researchers in their learning and research environments. Images should feel academically enriching, and the subjects — students, faculty or staff — should appear relaxed but focused.
IMPORTANCE OF WHITE SPACE

White space, many times referred to as negative space, is the portion of a designed page left unmarked, the portion that is left blank or the empty space in a page. Note, however, that it’s not wasted space as is commonly misunderstood. This blank space reminds us that simpler can be very effective and that designs don’t need lots of text or graphical elements to deliver a clear and direct message. In other words, the “less is more” principle can evoke simplicity, clarity and sophistication.
GRAPHIC ELEMENTS

These graphic elements, while a part of the Purdue brand, can assist academic units such as HHS in adding design treatments that symbolize movement, action, vibrancy. We also have added two new elements specific to HHS.

LINES

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WHITE LINES OVER PHOTOGRAPHS

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PROOF POINTS

3,936 UNDERGRADUATES

495 GRADUATE STUDENTS

BURSTS AND CIRCLES
LINES

Our diagonal lines are used as a subtle design technique.

Line elements are available in all brand colors: purdue.edu/brand/visual/brand-elements.html
EXAMPLES OF WHITE LINES OVER PHOTOGRAPH

Use of white lines over photographs has been an effective design element deployed by the College of Health and Human Sciences, and its use should be encouraged for other HHS units.
Boilermakers accomplish a lot. And we like to announce it with quick facts constructed in bold blocks. The examples below show how to take advantage of Champion’s range of weights. Proof points exclusive to HHS can be used to effectively complement those that tell the Purdue story in general and HHS’ story in particular.
BURSTS

Use these elements to capture the moment of discovery in an image, to highlight important bits of information or as patterns to create texture.

These graphic elements are available in all brand colors: purdue.edu/brand/visual/brand-elements.html
CIRCLES

While bursts (page 40) are used in communication materials throughout Purdue University, the design elements here are specific to Purdue’s College of Health and Human Sciences, and not to be used by the respective units within HHS. Both circle designs represent HHS’ integrated, 360-approach to transformative learning, discovery and engagement efforts that advance well-being.

HHS Circle Burst

HHS Circle
Examples

Excellent use of white space

Multicolor circle would be used sparingly on college-level marketing materials.

Encourage most pieces to have both the Purdue signature logo and the HHS lockup.
EXAMPLES

Removed Pappy’s Purple, added Ever True Blue.

Moved the lockup to the bottom of the banner to achieve better use of white space.
Examples

Solid areas of black are not consistent with the look and feel of HHS’ brand and the image it portrays. We discourage HHS units from using large amounts of black in their digital and printed marketing materials.
DISCOVER HHS
EDUCATION & SOCIAL SERVICES

UNDERGRADUATE RESEARCH OPPORTUNITIES
including topics like autism, bullying and social justice

100% JOB PLACEMENT RATE
in HDFS (94% college-wide)
(data from 2014, recorded within six months of graduation)

TEACH PRE-K
THROUGH 3
dual-licensure programs in early childhood and special education

HANDS-ON EXPERIENCE
on and off campus

HHS DISTINGUISHED ALUMNI AWARDS
JEAN GERNAND
WILLIAM H. HENDRIX
HOYT D. JONES III
PATSY J. MELLOTT
KIM A. WILCOX

HHS color palette
White lines over photograph

Examples of how to use the burst