# TABLE OF CONTENTS

**THE PURDUE UNIVERSITY BRAND**

<table>
<thead>
<tr>
<th>Brand Strategy</th>
<th>Brand Elements</th>
<th>The Brand in Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pyramid ..........</td>
<td>Brand Voice Spectrum ..........</td>
<td>5</td>
</tr>
<tr>
<td>Personality ..........</td>
<td>Brand Voice Examples ..........</td>
<td>7</td>
</tr>
<tr>
<td>Key Audiences ..........</td>
<td>Writing in Brand Voice ..........</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td>Brand Voice Examples ..........</td>
<td>9</td>
</tr>
</tbody>
</table>

**Purdue Brand and Campaign Comparison **

| 25 |

**THE PURDUE UNIVERSITY SESQUICENTENNIAL CAMPAIGN**

<table>
<thead>
<tr>
<th>Campaign Strategy</th>
<th>Campaign Elements</th>
<th>The Campaign in Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key Messaging ..........</td>
<td>Writing in Campaign Voice ......</td>
<td>29</td>
</tr>
<tr>
<td>Themes ..........</td>
<td>Campaign Voice Examples ......</td>
<td>30</td>
</tr>
</tbody>
</table>

**The Campaign in Action**

| 39 |

# Purdue Marketing and Media / purdue.edu/brand
THE RESEARCH (2010)

An extensive awareness assessment was conducted during 2009. The final report was delivered in March 2010.

SIMPSON SCARBOROUGH: THE IDENTITY INITIATIVE SUMMARY REPORT

OBJECTIVES: Assess perceptions, awareness and strengths and weaknesses of the University; how opinions of the University are shaped; and Purdue’s most powerful and compelling differential advantage. Research methods included focus groups, online surveys and in-depth interviews with 6,819 key internal and external audience members.

RESULTS: IMAGE AND REPUTATION

- Purdue is viewed as an excellent academic institution among all audiences.
- Image perceptions are driven by programmatic emphasis and international student population among all audiences; institutions known for STEM with large international student populations have the strongest image and reputation.
- Mission and brand personality have less significant impact on image perceptions.
- Strength in STEM is one of the top factors that gives prospects a positive impression of Purdue’s quality, and this aligns with the view of internal audiences.
- Real-world experience and the blending of STEM and liberal arts are strong distinguishing features among prospective students.

RESULTS: STRENGTH AND WEAKNESSES

- Strength: Engineering school (greatest asset and biggest differentiator from its competitive set).
- Weaknesses: Location and perceived lack of diversity based on its rural location.

RESULTS: ATTRIBUTES AND DIFFERENTIATORS

- Research. Some, including senior faculty at peer institutions and NIH participants, have a greater understanding of Purdue’s reach in this arena while others just “know” that the University is a top-tier research institution.
- Nurturing Institution. For parents, it means Purdue develops excellent, career-ready students. For senior faculty, NIH and NSF respondents, it means Purdue embraces its students as innovators. For corporate partners, it means Purdue graduates have hard and soft skills that make them successful employees.
- Midwestern. This description extends beyond Purdue’s physical location and is used to explain the “feel” of the University, which could be positive (honest, practical, hardworking) or negative (confined, restricted, boring and resistant to change).
- Other Descriptors: small-town environment, hardworking, athletics, strong engineering reputation, research, progressive/innovative, friendly, collaborative, hands-on learning, land-grant mission, serious students, technology, conservative, tradition/heritage, College of Agriculture and Aeronautics/“our” astronauts, safe, practical, big and spirited.
- Highly Desirable Attributes. Among prospects and internal audiences were: a) hardworking, b) innovative, and c) well-known.
Brand Strategy

BRAND VISION

**Purdue University** will set the pace for new interdisciplinary collaboration that will serve citizens worldwide as a global center for **intellectual academic excellence** with advancements in **science, technology, social and humanitarian efforts to promote prosperity and a quality of life.**
BRAND PYRAMID

Brand Proposition
- Catalyst to Transform Lives

Brand Values
- Knowledge, connections, curiosity, determination and belief in a better future

Brand Personality
- Energetic and Optimistic Visionary

Brand Drivers
- POINTS OF DIFFERENCE
  - Strong STEM programs, research and reputation (including agriculture and aeronautics)
  - Emphasis on experiential learning and real-world application
  - Nurturing environment for learning, innovation
  - Large, diverse, international population

- POINTS OF PARITY
  - Rich heritage and tradition
  - Land-grant mission
  - A leading global center of academic excellence

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 choice.

The phrases used on this page are not meant to provide word-for-word language for use in Purdue’s marketing materials; they are strategic in nature and meant to provide general guidance on voice and messaging.
We are a major research institution. That means we have an abundance of stories to tell. But, trying to convey all our messages at once ensures none of them will be heard.

**KEY MESSAGING**

Purdue University helps to bring about a better future by:

- Delivering practical solutions through advanced technologies, new science initiatives and cutting-edge applications
- Meeting global challenges culturally, economically and environmentally
- Launching tomorrow’s leaders who can think critically, act responsibly and work creatively

Purdue University is a catalyst to transform lives through:

- Progressive and dynamic research
- Thought leaders across disciplines
- World-class facilities
- Industry and government partnerships
- Culture of discovery
- Land-grant roots
- Nurturing environment for learning, innovation
- Diverse populations
- Collaborative environment
- Innovative approaches to teaching
- World-class faculty
- Rich curriculum
- Experiential learning

*The phrases used on this page are not meant to provide word-for-word language for use in Purdue’s marketing materials; they are strategic in nature and meant to provide general guidance on voice and messaging.*
**PERSONALITY**

**THE FILTER**  Our look, feel and voice should always be:

- **ENERGETIC**  (dynamic, enthusiastic, vibrant)
- **OPTIMISTIC**  (confident, hopeful, positive)
- **FOCUSED**  (purposeful, determined, mindful)
- **CURIOUS**  (inquisitive, driven, thoughtful)
- **RELIABLE**  (trustworthy, dependable, practical)
- **OPEN**  (diverse, approachable, inclusive)

How we think of Purdue:  **RATIONAL TRAITS**

How we feel about Purdue:  **EMOTIONAL TRAITS**

**THE PERSONIFICATION**

“An Energetic and Optimistic Visionary”

[Images of famous personalities associated with the traits: Walt Disney, Amelia Earhart, Bill Gates, Carl Sagan, Steve Jobs, Vera Wang]

*The phrases used on this page are not meant to provide word-for-word language for use in Purdue's marketing materials; they are strategic in nature and meant to provide general guidance on voice and messaging.*
We are a major research institution. That means we have an abundance of stories to share. But trying to convey all of our messages at once ensures that none of them will be heard. Purdue University communications must reach many different audiences, and the visual and verbal tone of each piece needs to reflect that.

Below is a list of our key audience segments.

- Current students and alumni
- Faculty, staff and administration
- Target prospective students and parents
- Legislators and community
- Peer schools and media
- Donors, corporate partners and funding agencies

For more information about how to communicate to our various audience segments, visit purdue.edu/brand/strategy/audience-segments.php.
Voice Guidelines

Like a choir, there are many voices that make up Purdue’s collective brand voice. 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, Purdue’s written voice depends on the subject matter, the 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 area within the University develops its marketing and messages, its voice will be crafted in harmony with Purdue’s strategic plan, its mission and its aspirations.
THE BRAND VOICE

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 complex and compelling story of Purdue for its many audiences.

Below is an overview of Purdue's voice spectrum, including desired characteristics of sound and feel, to help you develop your messages consistently.

BRAND VOICE SPECTRUM

---

Commented [MOU1]: revised
Commented [MOU2]: Changed to em dash
Below are some tips that can help you convey what the Purdue brand voice describes as the “aha!” moment — that inspired flash of sudden insight or understanding — 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 Purdue 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.**
- Right now
- Today
- This moment
- This is the instant _________ happens

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

**USE AN ACTIVE TONE AND SIMPLE LANGUAGE TO CONVEY IMMEDIACY.**
- “It takes confidence to develop a good idea and dive in. Purdue students have that trait in abundance.”
- “State of Impact: Purdue researchers collaborating to address major global challenges, promote solutions and power innovation”
# BRAND VOICE EXAMPLES

Capture the Moment

---

**THE BRAND VOICE USES EVERY OPPORTUNITY TO HIGHLIGHT THE MOMENT OF DISCOVERY.**

**USE**

“FORECASTING FLIGHT: Ideas for Innovation in Aerospace”

**USE**

“This is a place where like minds meet. Where business ventures are born. Where tomorrow’s leaders learn to lead. Krannert Weekend is your chance to see what it’s all about.”

**USE**

“1:23 p.m.: Professor Dave Bauer sets down his violin bow and sees the world in a new light. He’s just discovered a new chemical compound to detect cancer”

**NOT**

“Rolls-Royce Memorial Lecture Series: The Future of Flight”

**NOT**

“Krannert Weekend 2018: We’re waiting for you.”

**NOT**

“Professor Dave Bauer’s research in the field of biochemical engineering may have led to a new cancer detection analysis.”
BRAND VOICE EXAMPLES

Use an Active Tone

THE BRAND VOICE USES AN ACTIVE TONE AND SIMPLE LANGUAGE TO CONVEY IMMEDIACY.

USE
“Make Your Mark”

USE
“It takes confidence to take a good idea and dive in. These young Boilermakers have that trait in abundance.”

USE
“State of Change: Ideas from Purdue help power the Indiana economy”

NOT
“Leaving a Legacy”

NOT
“Purdue has many young Boilermakers whose achievements we can all root for.”

NOT
“2019: Moving Indiana Forward”

REMEMBER, THE PURDUE VOICE IS NOT

SASSY: “Bet you didn’t know Purdue has 24 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.”
Brand Elements

VISUAL GUIDELINES

THE PURDUE UNIVERSITY BRAND isn’t a list of rules to follow. It’s an opportunity to express the culture of discovery that exists on our campus through **COLOR, TYPE, PHOTOGRAPHY AND TEXTURE.** What follows are suggestions and tools to help you do just that.
SIGNATURE LOGO

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 (and its respective academic co-brands) is to be used by ALL administrative and academic entities of the University.

For more information about all of Purdue University's logos, go to purdue.edu/brand/elements/logos.
SIGNATURE LOGO CO-BRANDING SYSTEM

Consistency and proper hierarchy are the hallmarks of a well-curated logo system. As part of Purdue’s efforts to refine and simplify our logo system, we have developed an automated, online tool that will generate co-branded logos for our University’s academic and administrative units.

HORIZONTAL EXAMPLES

Each level (Primary and Secondary) of a horizontal co-branded logo is only permitted to contain one level of unit structure. (For example, the Primary Name could say “Agricultural Economics,” with the Secondary Name saying “College of Agriculture,” but this co-brand could not also include “Center for Global Trade Analysis”).

<table>
<thead>
<tr>
<th>PURDUE UNIVERSITY</th>
<th>Primary Name College, School or Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>PURDUE UNIVERSITY</td>
<td>Primary Name College, School or Unit</td>
</tr>
<tr>
<td></td>
<td>Secondary Name College, School or Unit</td>
</tr>
</tbody>
</table>

VERTICAL EXAMPLES

The vertical version of the co-branded logo is only permitted to contain one level of unit structure. (For example, the vertical version could say “College of Science,” or it could say “Department of Chemistry,” but not “College of Science - Department of Chemistry”).

<table>
<thead>
<tr>
<th>PURDUE UNIVERSITY</th>
<th>Primary Name of Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>PURDUE UNIVERSITY</td>
<td>Primary Name College</td>
</tr>
<tr>
<td></td>
<td>Maximum of Three Lines</td>
</tr>
</tbody>
</table>

CO-BRAND GENERATOR (ONLINE TOOL)

We have built an online tool that will allow the official designee(s) from your academic or administrative unit to create co-brands that will help you identify yourself as part of the Purdue brand family.

Consistent use of the correct co-brands will allow you to build your identity on the foundation of Purdue’s brand equity.

For a list of the designees in your unit who have access to the logo generator tool, please visit: purdue.edu/brand/elements/logos/co-brand-generator.php

For more information about Purdue University’s entire logo system, go to purdue.edu/brand/elements/logos.
COLOR PALETTE

Color is an essential part of any brand identity — especially Purdue’s. That’s why we’ve created this brand color palette. Use the core and secondary colors in your work to help support the Purdue brand. The University takes great pride in its core colors: gold and black.

Gold and black should be featured prominently on all materials created for the University, with the secondary palette being used to give your marketing materials a unique identity within the Purdue brand.

For full specifications on Purdue University’s color palette, go to purdue.edu/brand/elements/colors.php.

REQUEST A SWATCH BOOK
The Purdue Brand Color Swatch Book is your go-to guide to help manage color and support the Purdue brand. Request your copy today!

purdue.edu/brand/elements/colors.php.

DOWNLOAD SWATCHES FOR ADOBE CREATIVE SUITE
purdue.edu/brand/elements/colors.php.

Digital Headline Gold
(Web Text Alternative) Hex Code: #98700D
Digital-only gold is to be strictly used for large text headlines on websites.

This gold provides a replacement online that passes as AAA-compliant for visually-impaired website visitors.

Purdue Marketing and Media / purdue.edu/brand
**Champion** - Purdue’s primary headline typeface. It is optimistic, driven and confident. This typeface is most often used for headlines, short phrases and proof points.

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

**Chaparral Pro** - Chaparral Pro is a serif typeface intended to balance the boldness of Champion and rigidity of Myriad. It is sophisticated and friendly. Use it for introductory copy and for lengthy body copy.

For full specifications and guidelines on Purdue University’s brand fonts, go to [purdue.edu/brand/elements/fonts.php](http://purdue.edu/brand/elements/fonts.php).

---

**SUBSTITUTE FONTS**

- Substitute for Champion: **Impact**
  - Impact is an acceptable font when Champion is unavailable.

- Substitute for Myriad Pro: **Arial**
  - Arial may be used as a flexible substitute for Myriad Pro in text for the web, PowerPoint presentations and other documents.

- Substitute for Chaparral Pro: **Times New Roman**
  - Times New Roman may be used as a substitute for Chaparral Pro in text for the web, PowerPoint presentations and other documents.

**FONTS FOR WEB USAGE**

Purdue websites use different fonts that are more legible on screens and are readily available to web-enabled devices. The web fonts include an icon library. Details are available at [purdue.edu/brand/elements/web/style-guide.php](http://purdue.edu/brand/elements/web/style-guide.php).
GRAPHIC ELEMENTS

We’ve also created a suite of graphics that can be used to add emphasis, texture and depth to all of the marketing materials you create for Purdue.

**Diagonals** - Our diagonal lines are used as a subtle design technique. They provide depth and texture to all types of layouts.

**Icons, Proof Points and Graphics** - The Purdue brand uses bold, simple graphics to engage and relay information.

**Bursts** - Use these for energy and emphasis

For full specifications on Purdue University's graphic elements, go to purdue.edu/brand/elements/graphics.php.
PHOTOGRAPHY AND VIDEO

To help capture the essence of the Purdue University story, photography and video should feel natural and unposed whenever possible — placing the audience into a moment in time that they can experience without interruption. The images and video we use should reflect and convey Purdue as a global center for intellectual academic excellence, advancing science, technology, social and humanitarian efforts to promote prosperity and a quality of life.

Tips on Photography
• Use natural lighting.
• Create an authentic feeling through cropping and out-of-focus elements.
• Capture people doing their work and the results of their work.

Tips on Videography
• Let your video reflect the voice of the brand and its personality, which is energetic, hardworking and enthusiastic.
• Avoid “see-and-say.” Let your visuals tell the story.
• Keep it simple, clear and concise by using short, declarative sentences and phrases or even one-word statements that give the narration punch.

For a guide to Purdue’s brand photography procedures, including tips, examples and a variety of galleries, visit purdue.edu/brand/elements/photography.php.
For more about Purdue brand video, including general procedures, tips, examples and links to templates, go to purdue.edu/brand/elements/video.php.
THE BRAND IN ACTION

Financial Aid Brochure
Every piece is part of the Purdue brand in some way. By using the core colors and fonts and by maintaining an optimistic, conversational voice, we help provide the reader a familiar context.

Testimonials using good-quality photographs and a concise message help make a personal connection to the audience.

Top-Level Purdue Web Pages
The top-level pages of purdue.edu take advantage of beautiful photography, a strong gold and black palette, and strategic use of icons and proof points that have built an elite-level user experience.

Digital Sign Graphic
Stunning photography combined with a bold font and confident voice to create a simple, effective graphic for display on the digital signage around campus.

I-65 Billboards
Purdue’s I-65 billboards really leverage the core brand elements (color, fonts and burst graphic) to create an impactful and quickly digestible message.
THE BRAND IN ACTION

Health and Human Sciences Research Brochure

The combination of the bold Champion font, powerful photography and results-oriented messaging on the cover set the tone for this inspirational, forward-looking brochure.

The photography conveys a feeling of depth and confidence, showing that Purdue research is done by engaged, caring people.

Proof points do not always have to be created using the Champion font. If a more refined look is desired, other brand fonts can be used.

A forward-looking voice that shows Purdue as a “catalyst to transform lives” was used throughout this piece.

Graduate Recruitment Brochure

The strong gold and black palette and straightforward voice convey confidence.

The use of short blocks of copy, graphics and proof points makes the information more easily digestible. This is how many in Purdue’s audience consume information.

Seeing someone they can identify with in a testimonial helps a prospective student audience imagine themselves at Purdue.

LIFE 360 Online magazine

Makes use of highly engaging photography; clean, simple icons; and simple, optimistic language to inform and inspire the audience.

Purdue Marketing and Media / purdue.edu/brand
**THE BRAND IN ACTION**

*Technology, Leadership and Innovation Microsite*
A different combination of brand colors, along with proof points, photography and messaging that show a lot of personality allowed this group to create a distinct look and feel.

*Honors College Early Start Postcard*
Strong gold and black colors, along with the secondary palette and strong use of the burst graphic make a lasting impression. On this piece, the combination of Champion font with Chaparral Pro creates a slightly more sophisticated feel that appeals to the target audience.

*Commencement Program*
Strong use of the core color palette in combination with different brand fonts (Chaparral Pro, in this case), can create a more refined, formal feel.

*Polytechnic Brochure*
The bright, open layout, engaging photography and colorful icons create an optimistic, forward-looking feel for this new facility at Purdue Polytechnic Anderson.

Use of the recently revised co-brand system helps leverage the strength of the Purdue brand, while giving the audience proper context of who you are.
THE BRAND IN ACTION

Purdue University General Brochure
When all elements of the Purdue brand come together, the whole that is created conveys Purdue’s personality, vision and culture and shows that Purdue is an engaging, vibrant community solving the world’s biggest challenges.

School of Nursing Tablecloth
When it comes to wayfinding and signage, keeping things simple and in brand will help your audience understand who you are, and will convey competence and credibility.

Think Summer T-Shirt
On apparel, the primary Purdue branding should be given its own distinct space. Once that is achieved, you have some flexibility to do bold, engaging graphics elsewhere.
PURDUE BRAND AND CAMPAIGN COMPARISON

Whereas a brand is a broad and evolving platform that encompasses all visual and verbal elements in communications, a campaign is a specific messaging strategy used for promotion exclusively. Knowing which platform to use and when is important.

The Land-Grant Mission
- Learning
- Discovery
- Engagement

The Purdue Brand
- Meeting global challenges
- Nurturing environment for learning, transforming lives
- Experiential learning and real-world application

The Giant Leaps Campaign
- Purdue is an elite intellectual center
- Honoring Purdue’s first 150 years
- Legacy Leaps will continue into the future
PURDUE UNIVERSITY

SESQUICENTENNIAL CAMPAIGN

150 YEARS OF GIANT LEAPS™
CAMPAIGN SUMMARY

Purdue University’s Sesquicentennial Celebration is a time to spotlight Purdue’s people — past and present — for the world, and draw a daring vision for the future. It’s a time to redefine the scope of land-grant universities and challenge global leaders to take GIANT LEAPS to solve worldwide problems.
CAMPAIGN VISION

Our calling is simple: Whatever your pursuit, take Giant Leaps.
A Boilermaker learns that commitment combined with elbow grease will be rewarded … that here we will be provided resources to step up to grand challenges. To grow and innovate. To better the world.

We are Purdue University. We’ve built an elite intellectual and collegial community that spans oceans and history. Our 150-year legacy, unlike any on the planet, is a springboard for renewed commitment to growth, discovery and innovation.

We’ve made giant leaps across every field of endeavor — aeronautics to agriculture, engineering to education, business to athletics, technology to human sciences.

Boilermakers have left footprints for 150 years.
You can see them throughout Indiana, across our country and around the world. You can see them on the moon, where Neil Armstrong stepped 50 years ago. It was a giant leap for mankind, he said.

It’s what we do. Follow our footsteps … and make your own.

CAMPAIGN STRATEGY

CAMPAIGN BOILERPLATE
This description of the Sesquicentennial Campaign can be used verbatim as needed across all platforms.

The Purdue University Sesquicentennial Campaign, 150 Years of Giant Leaps, is a yearlong celebration of Purdue, its remarkable people, its unique history and its visionary drive to meet the world’s future challenges. From Homecoming 2018 through Homecoming 2019, the Purdue community will spend the year celebrating its unique legacy, which has included giant leaps across every field of endeavor, and further advancing the mission set forth since its founding as a land-grant university in 1869. With the campaign serving as a springboard for a renewed commitment to growth, innovation and discovery, Purdue’s call is simple: Whatever your pursuit, take Giant Leaps.
Purdue University is a center of intellectual depth, an “intellectual capital between the coasts.”
You can make a Giant Leap no matter who you are or where you come from.

**CAMPAIGN KEY MESSAGING**

Purdue University marks 150 years of moving the world forward by:
- Honoring “150 Years of Giant Leaps”
- Challenging the world to make Giant Leaps in solving global issues and creating the possibilities for a better future
- Honoring our history of innovation and finding solutions for today’s greatest global problems by empowering our collegial and global community to make leaps of their own through advanced technologies, new science initiatives and cutting-edge applications

Purdue University is an elite center of intellectual excellence though our:
- Rich tradition of advancement and groundbreaking work with profound scientific, technological, social and humanitarian impact
- Emphasis to create nurturing learning environment that transforms lives
- Resolve to better the world with our Legacy Leaps innovations, processes and traditions that will encourage Giant Leaps long after the 150th Campaign comes to a close
- Commitment to growth, innovation and discovery

The phrases used on this page are not meant to provide word-for-word language for use in Purdue’s marketing materials; they are strategic in nature and meant to provide general guidance on voice and messaging.
THE CAMPAIGN THEMES

Giant Leaps in Space: Earth, Exploration, Economics
Expanding into our solar and stellar neighborhood can yield high economic, social and scientific rewards on Earth if we mitigate the risk and meet the technological challenges. Can we reach beyond our solar neighborhood? Is a self-sustaining space economy emerging to support this frontier? Can the geopolitical regulations for safety and access be built on the Outer Space Treaty?

Giant Leaps in Artificial Intelligence, Algorithms and Automation: Balancing Humanity and Technology
Innovations in digitization, machine learning, robotics and artificial intelligence are profoundly reshaping every aspect of life. While these advances hold tremendous promise to help tackle critical issues such as poverty and disease, they are also likely to introduce new concerns such as automation of jobs, cyberwarfare and tyrannical social engineering. Will we control tomorrow’s machines, or will they control us? Finding the right balance between humanity and technology will be critical.

Giant Leaps in Health, Longevity and Quality of Life
Recent advances in genomics technologies have ushered in a new era of biomedical research to assess, detect, prevent and treat diseases while optimizing the quality of life over the life course. Discussions around this topic will examine evidence-based methods to prevent and cure disease. Scientific frontiers to enable longer and higher-quality human life — including genomic medicine and neurogenesis in later life as well as behavior change, robotics and community development — will be addressed.

Giant Leaps Toward a Sustainable Economy & Planet: Innovate Today for a Sustainable Tomorrow
In the last 200 years, our population has grown from 1 billion to 7.6 billion and is projected to be nearly 10 billion by 2050. We will need to adapt to meet the rising demand for food, water and energy. At the same time, rapid, exponential advances in science and technology continue to revolutionize how we live, think and work. Can technology, innovation and the marketplace converge to continue to generate economic growth areas in the global economy? Can humankind create a future in which the demands for food, energy, clean water, climate change adaptation and mitigation, biodiversity, and poverty reduction are reconciled?

IDEAS FESTIVAL
The centerpiece of Purdue’s Giant Leaps Sesquicentennial Campaign will be an Ideas Festival that connects world-renowned speakers and Purdue expertise in a conversation on the most critical problems and opportunities facing our world. Cross-disciplinary discussions and events aligned with the four Giant Leaps themes will run the course of the entire year, from Homecoming 2018 to Homecoming 2019. The discourse will be archived and curated by interdisciplinary teams that will prepare recommendations to guide Purdue’s next 150 years.
Campaign Elements

VOICE GUIDELINES

Our words during the sesquicentennial year should pay homage to the past while always looking forward. We should talk about ourselves more boldly and with more human emotion than we ever have before, and let the world know that the next 150 years at Purdue will be a series of Giant Leaps into the future.
WRITING IN THE CAMPAIGN VOICE

The voice of the 150th Giant Leaps Campaign is used for communication across all audiences. The tone should reflect the positioning statements and key messaging of the campaign.

ADOPT THE TONE OF THE CAMPAIGN
Use an active voice, write in the first person and focus on the higher-order goals and impact of the campaign’s positioning statements. Reduce technical terms with simple analogies.

FOCUS ON THE KEY CAMPAIGN TERM “LEAP”
This can be done literally by using a version of “leap” in copy or through purposeful use of synonyms.

EMPOWER OTHERS
The voice of the campaign is highly personal, but should challenge, invite and inspire others to figure out how they “leap.”

PIVOT ON THE “GIANT LEAPS” CONCEPT
This starts with the secondary message “Leave Your Footprint” and the natural byproduct “Small Steps.” Further shape content around these and other related concepts.

REMEMBER WHO WE ARE
The fact that we are Boilermakers remains a key written component of the 150th campaign. We are Boilermakers who take “Giant Leaps.”

RESPECT THE TAGLINE
The tagline “Giant Leaps” is used frequently, but it should be treated with respect and properly woven into copy in accordance with positioning and key messaging.
CAMPAIGN VOICE EXAMPLES

Create Analogies The 150th Campaign voice takes technical accomplishments and creates real-world analogies.

**USE**

“My research allows scientists to make immediate strides toward rearranging the building blocks of life, curing disease and creating new technologies.”

**NOT**

“I rearrange carbon-based structures using a catalyzed reaction with palladium.”

Focus on Impact The 150th Campaign voice is focused on the impact of our work as it is viewed through the lens of our key messaging.

**USE**

“And although my circuits emit signals that are small in amplitude, their magnitude is enormous.”

**NOT**

“I build microscopic circuits that utilize low amperage.”

**USE**

“I crawl through the intricacies of research because, at the end of my path, there are millions of people afflicted with cancer. Even the smallest step I make can help them.”

**NOT**

“My research has produced papers in international journals. I have spent thousands of hours on my work.”

Keep it Casual We structure our sentences in a short, casual and conversational way.

**USE**

“I tinker. I toil. I write in an abundance of ways (including code).”

**NOT**

“I like to explore new technologies and I have a strong work ethic. My skill set is versatile, too.”

**USE**

“We march as one, in stride. One passion. One energy. One sound.”

**NOT**

“The Purdue ‘All-American’ Marching Band is a huge group of people that has passion and energy, and that translates into a unified sound.”
VISUAL GUIDELINES

The sesquicentennial should bleed gold and black. The campus will be dressed from head to toe for this historic occasion, as we celebrate past achievements and look forward to the Giant Leaps in our future. **Everything during the celebration year should be eye-catching, bold and optimistic in its visual tone.**
CAMPAIGN LOGOS

The Giant Leaps Asset Portal is designed to provide Boilermakers everywhere with the resources and support they need to communicate about our 150th Sesquicentennial Campaign in a cohesive, unified way, while allowing for unique activations and creativity at the college and unit level. The campaign logos should always be accompanied by the Purdue signature logo to provide proper context.

Co-branding with the Purdue signature logo

If you would like credentials to access the asset portal, please reach out to purduebrand@purdue.edu and provide the following information: Name, Email and College/Unit you are representing.
In the sesquicentennial year, Purdue’s branding should rely even more heavily on the core palette of gold and black. For events centering around the Ideas Festival, there are four theme colors that will complement the primary palette to give context regarding event-specific information and calls to action.

**CAMPAIGN PALETTE**

**CAMPAIGN ELEMENTS**

1. **Campus Gold**
2. **Black**
3. **Coal Gray**
4. **Moon Dust Gray**
5. **Yellow Walk**
6. **Ever True Blue**
7. **Mackey Orange**
8. **Slayter Sky Blue**
9. **Ross-Ade Green**

**Theme 1**
- **SPACE EXPLORATION**

**Theme 2**
- **ARTIFICIAL INTELLIGENCE**

**Theme 3**
- **HEALTH & LONGEVITY**

**Theme 4**
- **SUSTAINABLE ECONOMY & PLANET**
**CAMPAIGN FONTS**

In some instances it will help for clarity and context to have a mark that makes it clear that the 150 years refers to Purdue University, rather than some other unit.

- **Champion** - Purdue’s primary headline typeface. It is optimistic, driven and confident. This typeface is most often used for headlines, short phrases and proof points.

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

- **Chaparral Pro** - Chaparral Pro is a serif typeface intended to balance the boldness of Champion and rigidity of Myriad. It is sophisticated and friendly. Use it for introductory copy and for lengthy body copy.

---

**CAMPAIGN ELEMENTS**

**CHAMPION HTF-LIGHTWEIGHT**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
```

**CUSTOM FONT USAGE**

Sesquicentennial branding should place more emphasis on the Champion Lightweight font.
CAMPAIGN GRAPHICS

Communicators are encouraged to customize sesquicentennial graphics and language to align with the needs of their unit while remaining respectful of the campaign’s positioning and key messaging.

CUSTOM GRAPHIC TREATMENT

Customization of the campaign graphic uses unit-specific language in a font size that varies according to the unit name. The color of the unit name matches that of the word “GIANT” on a background that provides sufficient contrast.

CUSTOM ICON TREATMENT

Simple, clear icons may be used in the center of the zero in “150”. No existing, recognizable logos should be used in this way.

CUSTOM HEADLINE TREATMENT

A specific headline treatment, “LEAVE YOUR FOOTPRINT IN ________” uses the Champion Lightweight font in black or white on a background that provides sufficient contrast.
THE CAMPAIGN IN ACTION
GENERAL RESOURCES

PURDUE OFFICE OF MARKETING AND MEDIA BRAND TOOLKIT
PURDUE.EDU/BRAND

PURDUE CO-BRAND GENERATOR
PURDUE.EDU/BRAND/ELEMENTS/LOGOS/CO-BRAND-GENERATOR.PHP
Please note that a unit designee is needed to access the tool.

PURDUE EDITORIAL STYLE GUIDE
PURDUE.EDU/BRAND/ELEMENTS/EDITORIAL/STYLE-GUIDE.PHP

PURDUE UNIVERSITY LICENSED VENDORS
PURDUE.EDU/TRADEMARKS-LICENSED

FONT LICENSES
Purdue Marketing and Media will cover the cost of brand font licenses for approved University staff. To learn more and request a license, contact Purdue Marketing and Media Content Marketing at CONTENTMARKETINGHELP@PURDUE.EDU or 765-494-2034.

WEBSITE ACCESSIBILITY RESOURCES
PURDUE.EDU/BRAND/APPLICATIONS/WEB-ACCESSIBILITY.PHP

COLOR CONTRAST TOOL TO CHECK ACCESSIBILITY
WEBAIM.ORG/RESOURCES/CONTRASTCHECKER

PURDUE TRADEMARKS AND LICENSING
Questions or requests for assistance should be directed to TRADEMARKLICENSING@PURDUE.EDU or 765-494-1733.

PURDUE BRAND
Questions or requests for assistance should be directed to PURDUEBRAND@PURDUE.EDU or 765-494-3940.