COLORS
used in the Think Summer brand

CORE COLORS

PRIMARY COLOR
PMS 7405C
C:0/M:0/Y:0/K:100
R:227/G:174/B:36
Web: E3AE24

ACCENT COLORS

When using the below colors, please note that the main accent colors should be the first three listed (7473C, 398C, and 144C). Each color corresponds to a specific element of the Think Summer campaign. When writing about these topics, please use the corresponding color if creating a full-color design.

ACCENT / COURSES
PMS 7473C
C:70/M:0/Y:38/K:8
R:46/G:175/B:164
Web: 2EFA4

ACCENT / INTERNSHIPS
PMS 398C
C:7/M:0/Y:100/K:28
R:184/G:179/B:8
Web: B8B308

FINANCIAL AID
PMS 576C
C:49/M:0/Y:100/K:39
R:92/G:135/B:39
Web: 5C8727

HOUSING
PMS 1675C
C:0/M:57/Y:100/K:28
R:185/G:89/B:21
Web: B95915

DISTANCE LEARNING
PMS 652C
C:50/M:25/Y:0/K:10
R:114/G:153/B:198
Web: 7299C6

PRINTING NOTES

Please note that regular white paper should be used when printing any full-color or two-color Think Summer marketing materials. Any black-and-white materials should be printed on goldenrod paper.
MARKS

to represent the Think Summer brand

HOW TO USE THE MARK

- Full color on black is primary
- Two color on black is secondary
- If printed on white, bulb and words must be in black

HOW NOT TO USE THE MARK

- If the mark is on black, it must be in full color or two color (see above)
- Do not skew the mark; do not eliminate white space around the mark
- Do not use the mark in full color on anything other than black (see above)
- Do not change the color of the mark (see above for approved color combos)
- Do not change the rotation of the lightbulb

Do not make the mark and “Think Summer” the same size in height.

Do not change the color of “Think Summer” to yellow in horizontal formats.
WRITING in the Think Summer brand voice

BRAND VOICE SPECTRUM

Content (informational)  (promotional)
Feels: friendly simple inspirational
Sounds: conversational smart energetic

Use the moment as a device:
“Boom. The moment you realize that instead of tweeting your brains out all summer you could’ve actually done something productive.”

Avoid gerunds as much as possible:
("-ing" words sound soft and unsure)
“Think Summer” vs. “Thinking Summer”
“Make the most of summer” vs. “Making the most of summer”

Copy should pass the “read it out loud” test — if it doesn’t sound natural, find a way to make it better:
“Do not forget to submit your application for financial aid before the deadline” vs. “Don’t forget to apply for financial aid by January 10”

REMEMBER, THE THINK SUMMER VOICE IS NOT:

SASSY: “Betcha didn’t know there were things to do on campus over the summer. Yeah, that’s right.”
INSTEAD, TRY: “From free arts and crafts to an art history course, there is plenty to do on campus this summer.”

EXCITED: “We promise, this will be your best summer yet!”
INSTEAD, TRY: “With so many opportunities this summer, it’s sure to be an awesome one.”

SALESY: “Get more bang for your buck at Purdue this summer.”
INSTEAD, TRY: “Financial aid is readily available for the summer session — in fact, we’ve committed even more funding for summer 2014 than we did last year!”

OVERLY TECHNICAL: “So as to meet the eligibility restrictions for institutional monetary aid, students must maintain their full-time status.”
INSTEAD, TRY: “To qualify for a Purdue scholarship, you must take at least 9 credit hours over the summer.”

WRITING FOR ONLINE AUDIENCES

Here are some tips for writing successfully in an online context.

1. Shorter is better! Most readers on the Web only read a maximum of 150-200 words before moving on to something else. Keep all online copy (emails, webpages, etc.) at or below this amount.

2. Stick to one idea per paragraph: Split long paragraphs into smaller sections for easier reading.
3. Write concise sentences: Break up long sentences into shorter and more easily digestible sentences.
The three approved font families for Think Summer are Champion, Arial and Chapparal. Please follow the guidelines below for when to use the type of fonts when designing for this campaign.

**HEADLINES: CHAMPION, SHOULD ALWAYS BE IN UPPERCASE FORMAT**

- **Flyweight**
  - A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0

- **Middleweight**
  - A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0

- **Heavyweight**
  - A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0

**BODY COPY: ARIAL**

- **Regular**
  - A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0
  - a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

- **Bold**
  - A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0
  - a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

- **Italics**
  - A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0
  - a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

**ACCENT COPY: CHAPPARAL PRO**

- **Light**
  - A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0
  - a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

- **Regular**
  - A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0
  - a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

- **Bold**
  - A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0
  - a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

- **Italics**
  - A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0
  - a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
PHOTOGRAPHY

Photography is only for Web use, not for any print projects such as posters, flyers and postcards.

GRAPHICS

Graphics should be reserved primarily for use on the Web. They may be used in print when not featured prominently in the design.
QUESTIONS?

PLEASE CONTACT PURDUE MARKETING AND MEDIA

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