

ADMINISTRATIVE OPERATIONS LOGO USE/BRANDING

Purdue Signature logo: Use for external communications when we are acting on behalf of the University or with other University colleges/organizations; the horizontal version is the most common option, but the vertical logo may be used in more compact applications



Administrative Operations logo: Use for all organization communications, unless the Purdue Signature logo is used; either the horizontal or vertical logo may be used depending on available space



Administrative Operations



Administrative Operations

Memos, letters or communications from any level of each unit may include more specific departmental information in the "from" line, signature, body of the communication or footer as appropriate.

Unit and Department logos: With the Administrative Operations reorganization effective July 1, 2022, unit logos for areas reporting directly to the senior vice president are no longer available; department logos were eliminated by central Marketing and Communications with the last branding update.

Department names can be included within the text of a document or separate from the logo on apparel (e.g. logo on one pocket/side, department name on the other).

Branding questions may be directed to any member of the Administrative Operations Communications team.

More branding information and resources are available at <https://marcom.purdue.edu/our-brand/>.