

# ***BRANDING GUIDELINES FOR ADMINISTRATIVE OPERATIONS***

Effective September 29, 2022

Questions about the following information and branding may be directed to Jacinda Shirley, multimedia designer, at [jshirle@purdue.edu](mailto:jshirle@purdue.edu).

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# Logo Guidelines

Review the Administrative Operations Branding Strategy for Logo Usage on the [AO Intranet](#) for logo usage within Administrative Operations.

For logo placement and usage guidelines, follow Purdue Brand Studio guidelines located at <https://marcom.purdue.edu/our-brand/logo/>.

The Microsoft RGB version of logos are available on the [AO Intranet](#). If you need one color or CYMK print files, contact [jshirle@purdue.edu](mailto:jshirle@purdue.edu).

The Purdue University signature logo may be used for external communications when we are acting on behalf of the University or as an alternative to the Administrative Operations logo. The logos can be downloaded from <https://marcom.purdue.edu/toolbox/>.



Administrative Operations

## Horizontal Logo



Administrative Operations

## Vertical Logo



Administrative Operations

## Horizontal Signature Logo



## Vertical Signature Logo



# *Purdue Approved Fonts*

**Color Palettes** — <https://marcom.purdue.edu/our-brand/visual-language-guideline/>

**Brand Fonts** — <https://marcom.purdue.edu/our-brand/visual-language-guideline/>

If you have the Adobe Fonts app through Adobe Creative Cloud, you can turn on the fonts, except for United Sans. United Sans has to be requested through ITaP.

- If you do not have Adobe Creative Cloud, you have to submit a request through ITaP for the fonts to be installed on CSDS supported machines.
- <https://marcom.purdue.edu/latest-updates/install-brand-fonts/>

## **Alternate System Fonts**

- The brand typefaces may not always be available to everyone for use in Word documents, PowerPoint presentations and other digital applications.
- In these situations, use the alternate fonts listed on the next page, which are freely available on all computers.

# Alternate System Fonts

Franklin Gothic is the acceptable PC substitute for Acumin Pro.

Brand Fonts	Substitute Fonts	
Light <i>Light Italic</i> Regular <i>Italic</i>	Franklin Gothic Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!,.	<i>Franklin Gothic Italic</i> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!,.
Medium <i>Medium Italic</i> Semibold <i>Semibold Italic</i>	Franklin Gothic Medium ABCabc123	<i>Franklin Gothic Medium Italic</i> ABCabc123
Bold <i>Bold Italic</i> Black <i>Black Italic</i>	Franklin Gothic Demi ABCabc123  Franklin Gothic Demi ABCabc123	<i>Franklin Gothic Demi</i> ABCabc123  <i>Franklin Gothic Demi</i> ABCabc123

Georgia is the acceptable PC substitute for Farnham.

Brand Fonts	Substitute Fonts	
Regular <i>Regular Italic</i>	Georgia Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!,.	<i>Georgia Italic</i> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!,.
SemiBold <i>SemiBold Italic</i> Bold <i>Bold Italic</i>	Georgia Bold Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!,.	<i>Georgia Bold Italic</i> ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890?!,.

Impact is the acceptable PC substitute for United.

Brand Fonts	Substitute Fonts	
CONDENSED HEAVY REGULAR HEAVY EXT HEAVY	IMPACT REGULAR ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890?!,.	

# *PowerPoint Templates*

Administrative Operations uses Marketing and Communications PowerPoint templates.

These templates are available on the [AO Intranet](#).

# *Email Signatures*

**Email Signatures** —The Purdue Brand Studio web development team created an [email signature generator](#) so everyone has a consistent signature format.

# *Promotional Products and Marketing Materials*

All promotional products and marketing materials should be developed through and/or reviewed by the Administrative Operations Communications team. When in doubt, contact us in advance.

Some examples are as follows:

- Shirts and/or patches for departments or events
- Signage and/or decals
- Stationery (printed forms, letterhead, notecards, envelopes, etc.)
- Digital posters or email communications (with images or graphics)



# *Letterhead and Memo Templates*

Use the Word templates provided on the [AO Intranet](#).

When to use letterhead vs. memo templates: Generally, letterhead should be used when communicating to external audiences, while memos should be used for internal communications.

**NOTE:** 2550 is the default location in the footer of these documents. Please update accordingly for a different location.

# Letterhead Template

**P PURDUE UNIVERSITY** | Administrative Operations

Date

Recipient  
Company  
Address 1  
Address 2  
Address 3

Dear Recipient,

This document is using 11 point Georgia for Normal text. The Headings are Georgia Bold at 18 point, 16 point and 14 point.

The second and subsequent pages have Page x of y in the lower left footer. The footer information is 7.5 point Franklin Gothic Book Regular.

**Delete page 2 if not needed.**

Sincerely,

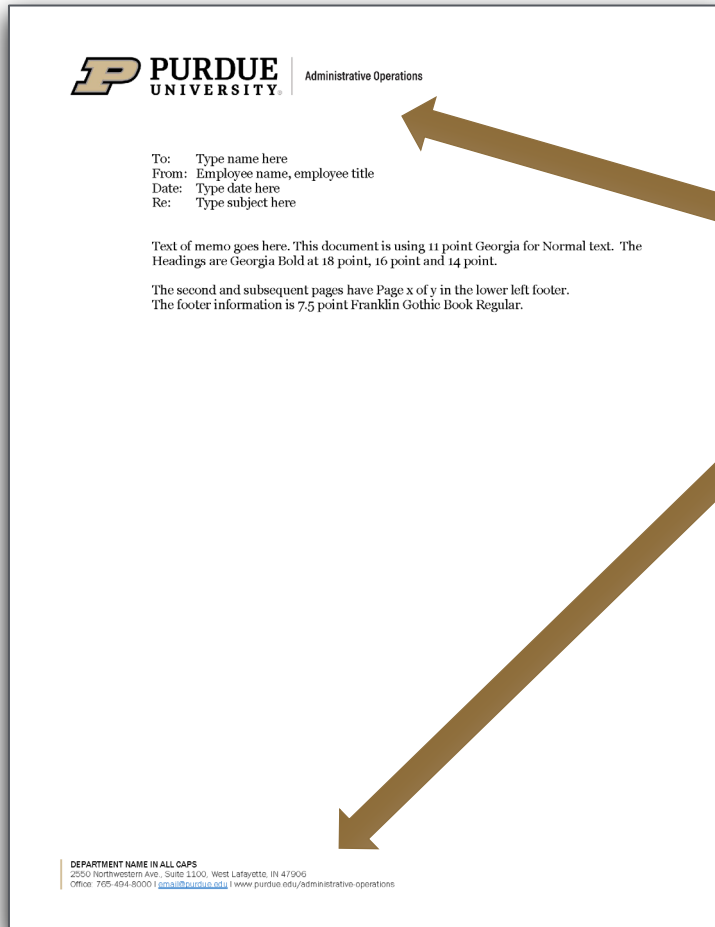
Name  
Job title

DEPARTMENT NAME IN ALL CAPS  
2550 Northwestern Ave., Suite 2100, West Lafayette, IN 47906  
Office: 765-494-8000 | [ao@purdue.edu](mailto:ao@purdue.edu) | [www.purdue.edu/administrative-operations](http://www.purdue.edu/administrative-operations)

## Basic Guidelines

- Use the Word template provided on the [AO Intranet](#). Departmental information can be provided in the signature.
- **DO NOT** change letterhead branding (logo at top). You may change the address at the bottom while keeping the same format.
- This template is using 11 point Georgia for normal text. The Headings are Georgia Bold at 18 point, 16 point and 14 point.
- The second and subsequent pages have Page x of y in the lower left footer.
- The footer information is 7.5 point Franklin Gothic Book Regular.
- For the signature, add your name and title.
- Update the department name and contact information in the footer.

# Memo Template



**P PURDUE UNIVERSITY** | Administrative Operations

To: Type name here  
From: Employee name, employee title  
Date: Type date here  
Re: Type subject here

Text of memo goes here. This document is using 11 point Georgia for Normal text. The Headings are Georgia Bold at 18 point, 16 point and 14 point.

The second and subsequent pages have Page x of y in the lower left footer.  
The footer information is 7.5 point Franklin Gothic Book Regular.

DEPARTMENT NAME IN ALL CAPS  
2250 Northwestern Ave., Suite 1100, West Lafayette, IN 47906  
Office: 765.494.8000 | [ao@purdue.edu](mailto:ao@purdue.edu) | [www.purdue.edu/administrative-operations](http://www.purdue.edu/administrative-operations)

## Basic Guidelines

- Use the word template provided on the [AO Intranet](#).
- **DO NOT** change the memo branding (logo at top).
- Update the department name and address information in the footer.
- This template is using 11 point Georgia for normal text. The Headings are Georgia Bold at 18 point, 16 point and 14 point.
- The second and subsequent pages have Page x of y in the lower left footer.
- The footer information is 7.5 point Franklin Gothic Book Regular.

# Business Cards

## Order through Ariba

- Contact the administrative assistant for your area to request that business cards be ordered.
- If you need assistance ordering, the Communications team is also available to help and/or review proofs.
- The next slide shows how the information should be entered in Xerox's form via Ariba.
- **\*Note:** If you end up with more than three lines in the contact area, e.g. [www.purdue.edu/administrative-services](http://www.purdue.edu/administrative-services). This will not show up on the card preview and you must notify Xerox in the order comments that there is an additional line or email [purdueprintdigital@xerox.com](mailto:purdueprintdigital@xerox.com) so they are aware of that addition. What you see in the preview is what they print unless they are notified differently.



 **PURDUE**  
UNIVERSITY. | Administrative Operations

First and Last Name  
*Job Title*  
*Department (e.g. Communications)*

name@purdue.edu  
O: 765-000-0000  
C: 765-000-0000 (optional)  
[www.purdue.edu/administrative-operations/](http://www.purdue.edu/administrative-operations/)

# Business Cards: One Column Option

Print & Digital Services  
at Purdue University



All Orders Placed Create a Book Manage My Files

CART [0]

## Configure Template - WL Digital Business Card - 1-Sided

Form Fields

Preview

Interactive CSV From Contacts

Choose a Style\* 1-Column Style

Separator

Official Co-Brand - One Level (Ex: School or Department) Administrative Operations

Name First and Last Name

Title Job Title  
Department (e.g. Communications)

Column 1 - Narrow (Ex: Phone Numbers)  
name@purdue.edu  
O: 765-000-0000  
C: 765-000-0000 (optional)  
www.purdue.edu/administrative-operations

\*See note on pg.12 →

Column 2 - (Ex: Address, Websites)

\* Fields with an asterisk are required. Proceed to quantity below if no file available.

 **PURDUE UNIVERSITY** | Administrative Operations

First and Last Name  
Job Title  
Department (e.g. Communications)

name@purdue.edu  
O: 765-000-0000  
C: 765-000-0000 (optional)

Update Preview Page 1 / 1 Go View Proof

This layout option may be suitable for individuals who are working remotely.

# Business Cards – Two Column Option

Print & Digital Services  
at Purdue University



All Orders Placed Create a Book Manage My Files

CART [ 0 ]

## Configure Template - WL Digital Business Card - 1-Sided

Form Fields

Preview

Interactive CSV From Contacts

Choose a Style \* 2-Column Style

Separator

Official Co-Brand - One Level (Ex: School or Department) Administrative Operations

Name First and Last Name


Title Job Title  
Department (e.g. Communications)

Column 1 - Narrow (Ex: Phone Numbers) name@purdue.edu  
O: 765-000-0000  
C: 765-000-0000 (optional)

Column 2 - (Ex: Address, Websites) Full Building Name (Abbrev.)  
Street Address  
West Lafayette, IN 47906-4510  
www.purdue.edu/administrative-operations

\*See note on pg.12

\* Fields with an asterisk are required. Proceed to quantity below if no file available.

 **PURDUE UNIVERSITY** | Administrative Operations

First and Last Name  
Job Title  
Department (e.g. Communications)

name@purdue.edu  
O: 765-000-0000  
C: 765-000-0000 (optional)

Full Building Name (Abbrev.)  
Street Address  
West Lafayette, IN 47906-4510

Update Preview Page 1 / 1 Go View Proof

This layout option may be suitable for individuals who are working onsite or in a hybrid role.

# *Purdue Branding Resources*

Administrative Operations follows the Purdue Marketing and Communications Branding Strategy: <https://marcom.purdue.edu/our-brand/>

The Administrative Operations Communications team is here to assist and help with your communication and marketing needs.

The Administrative Operations branding guidelines and resources are available on the [AO Intranet](#).

# *CONTACT*

Requests or other questions about this information and branding may be directed to Jacinda Shirley, multimedia designer, at [jshirle@purdue.edu](mailto:jshirle@purdue.edu).