











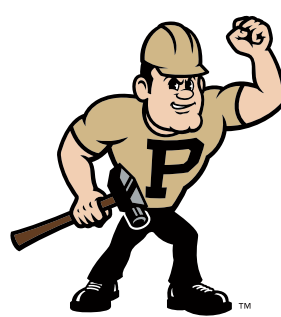

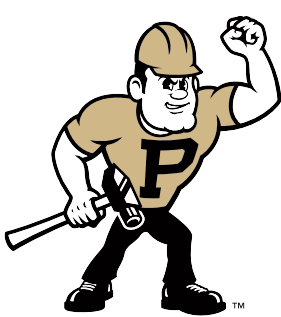

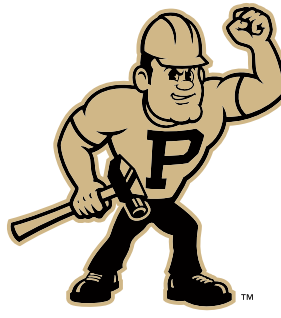
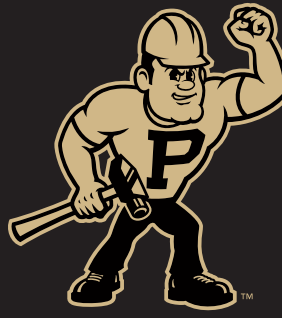

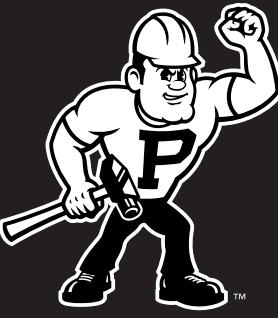
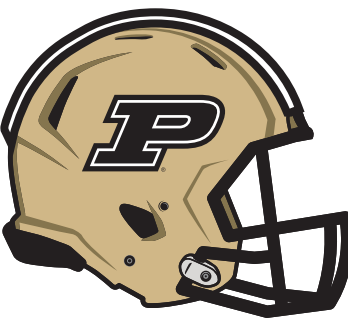
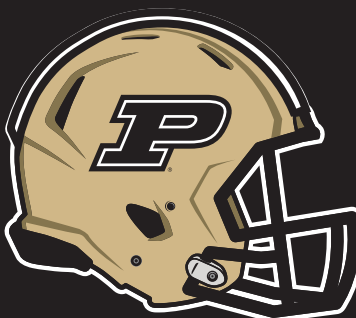
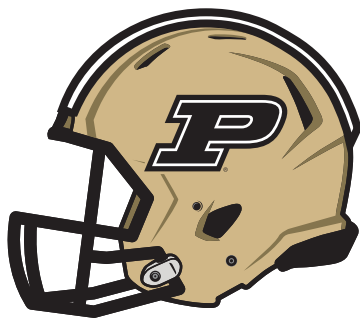
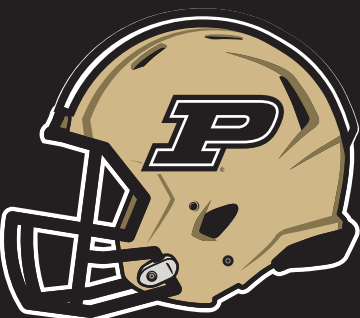


<div><div></div><div><h1>Purdue</h1><p>Current Revision Date: 08/29/23</p></div></div>		Verbiage			
<div><div>Established: 1869</div><div>Mascot: Boilermakers</div></div> <div><div>Location: West Lafayette, IN</div><div>Mascot Name: Boilermaker Special, Purdue Pete</div></div> <div><div>Conference: Big Ten</div></div>		<div>Purdue University[®]</div> <div>Boilermakers[®]</div> <div>Purdue[™]</div> <div>Boilers[®]</div> <div>Boilermaker[™]</div> <div>Boiler[™]</div> <div>Boiler Up[®]</div> <div>Boiler Up... Hammer Down[™]</div>	<div>Boilermaker Special[™]</div> <div>Old Oaken Bucket[™]</div> <div>Hail Purdue[™]</div> <div>Paint Crew[™]</div> <div>Boiler Blackout[™]</div> <div>Ross-Ade Stadium[™]</div> <div>Mackey Arena[™]</div> <div>1234... First Down[™]</div>	<div>Degree in 3[™]</div> <div>Cradle of Quarterbacks[™]</div> <div>Den of Defensive Ends[™]</div> <div>One Brick Higher[™]</div> <div>Giant Leaps for Mankind[®]</div> <div>Ever True[™]</div> <div>Ever Grateful, Ever True[™]</div> <div>I Am An American[™]</div>	<div>Think Broadly, Lead Boldly[®]</div> <div>Defense Lives Here[™]</div> <div>Hammer Down Cancer[™]</div> <div>"All-American" Marching Band[™]</div> <div>Cradle of Astronauts[™]</div> <div>What We Make Moves the World Forward[®]</div> <div>Higher Education at the Highest Proven Value[®]</div>
Black	Boilermaker Gold	Railway Gray	White	Metallic Gold	
<div>Black</div> <div>CMYK: 0, 0, 0, 100</div> <div>MADEIRA Rayon: 1000 Polyneon: 1800</div>	<div>PANTONE 7502 C</div> <div>CMYK: 13, 20, 45, 3</div> <div>MADEIRA Rayon: 1084 Polyneon: 1684</div>	<div>PANTONE 402 C</div> <div>CMYK: 34, 30, 33, 8</div> <div>MADEIRA Rayon: 1062 Polyneon: 1812</div>	<div>White</div> <div>CMYK: 0, 0, 0, 0</div> <div>MADEIRA Rayon: 1001 Polyneon: 1801</div>	<div>PANTONE 10119 C</div> <div>Infinity Foil - #82</div>	
Approved University colors or the *PANTONE® colors listed on this page must be used. The colors on this page are not intended to match PANTONE color standards. For PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.					

Primary Athletic Mark				
1 	2 	3 	4 	5 
For use on Gold, White, Light and Fashion backgrounds.	For use on Dark and Black backgrounds.	For use on Gold, White, Light and Fashion backgrounds.	For use on Dark and Black backgrounds.	For use on Dark, Black, and Fashion backgrounds.
Secondary Athletic Mark				
PMS 7502	Black	PMS 402	PMS 447	
6 	7 	8 	9 	10 
For use on Gold, White, Light and Fashion backgrounds.	For use on Dark and Black backgrounds.	For use on Gold, White, Light and Fashion backgrounds.	For use on Dark and Black backgrounds.	For use on Dark, Black, and Fashion backgrounds.
Athletic Word Marks				
11 	12 	13 	14 	15 
For use on Gold, White, Light and Fashion backgrounds.	For use on Dark and Black backgrounds.	For use on Gold, White, Light and Fashion backgrounds.	For use on Dark, Black, and Fashion backgrounds.	For use on Dark, Black, and Fashion backgrounds.

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 <h1>Purdue</h1> <p>Current Revision Date: 08/29/23</p>					
Athletic Word Marks					
<div>16</div> <div></div> <div>For use on Gold, White, Light and Fashion backgrounds.</div>		<div>17</div> <div></div> <div>For use on Dark and Black backgrounds.</div>		<div>18</div> <div></div> <div>For use on Gold, White, Light and Fashion backgrounds.</div>	
<div>19</div> <div></div> <div>For use on Dark, Black, and Fashion backgrounds.</div>		<div>20</div> <div></div> <div>For use on Dark, Black, and Fashion backgrounds.</div>			
<div>21</div> <div></div> <div>For use on Gold, White, Light and Fashion backgrounds.</div>		<div>22</div> <div></div> <div>For use on Dark and Black backgrounds.</div>		<div>23</div> <div></div> <div>For use on Gold, White, Light and Fashion backgrounds.</div>	
<div>24</div> <div></div> <div>For use on Dark, Black, and Fashion backgrounds.</div>		<div>25</div> <div></div> <div>For use on Dark, Black, and Fashion backgrounds.</div>			
Purdue Pete Marks					
PMS 7502	Black	PMS 475	PMS 161	PMS 429	
<div>26</div> <div></div>	<div>27</div> <div></div>	<div>28</div> <div></div>	<div>29</div> <div></div>		
<div>30</div> <div></div>	<div>31</div> <div></div>	<div>32</div> <div></div>	<div>33</div> <div></div>		
Helmet Marks					
PMS 7502	Black	PMS 400	PMS 871	PMS Cool Gray 9	
<div>34</div> <div></div> <div>For use on Gold, White, Light, Dark, and Fashion backgrounds.</div>	<div>35</div> <div></div> <div>For use on Dark and Black backgrounds.</div>	<div>36</div> <div></div> <div>For use on Gold, White, Light, Dark, and Fashion backgrounds.</div>	<div>37</div> <div></div> <div>For use on Dark and Black backgrounds.</div>		