**PRIMARY ATHLETIC MARK**

- **PUR-00001**
  - For use on Gold, White, Light and Fashion backgrounds

- **PUR-00002**
  - For use on Dark and Black backgrounds

- **PUR-00003**
  - For use on Gold, White, Light, Dark and Fashion backgrounds

- **PUR-00004**
  - For use on Dark and Black backgrounds

- **PUR-00044**
  - For use on Dark, Fashion and Black backgrounds

**Note:** The Motion P can also be produced in Anthracite or Silver on Gold, White, Light, Fashion and Black backgrounds.

**SECONDARY ATHLETIC MARK**

- **PUR-00005**
  - For use on Gold, White, Light and Fashion backgrounds

- **PUR-00006**
  - For use on Dark and Black backgrounds

- **PUR-00007**
  - For use on Gold, White, Light, Dark and Fashion backgrounds

- **PUR-00008**
  - For use on Dark and Black colored backgrounds

- **PUR-00046**
  - For use on Dark, Fashion and Black backgrounds

**Note:** The Boilermaker Special can also be produced in Anthracite or Silver on Gold, White, Light, Fashion and Black backgrounds.

**ATHLETIC WORDMARKS**

- **PUR-00009**
  - For use on White, Light, Dark and Fashion backgrounds

- **PUR-00010**
  - For use on Black backgrounds

- **PUR-00011**
  - For use on Gold, White, Light, Dark and Fashion backgrounds

- **PUR-00012**
  - For use on Gold, White, Light, Dark and Fashion backgrounds

- **PUR-00048**
  - For use on Dark, Fashion and Black backgrounds

**Note:** The Athletic Wordmarks can also be produced in Anthracite or Silver on Gold, White, Light, Fashion and Black backgrounds.

**Note:** Campus Gold may be used if mark is not in official Athletic Font.

**COLOR INFORMATION**

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ATHLETIC WORDMARKS (CONTINUED)

Note: The Athletic Wordmarks can also be produced in Anthracite or Silver on Gold, White, Light, Fashion and Black backgrounds.

Note: Campus Gold may be used if mark is not in official Athletic Font.

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**PURDUE PETE MARKS**

- **PUR-00029**
  - For use on Gold, White, Light and Fashion backgrounds

- **PUR-00055**
  - For use on Dark and Black backgrounds

- **PUR-00031**
  - For use on Gold, White, Light and Fashion backgrounds

- **PUR-00056**
  - For use on Dark and Black backgrounds

**Note:** Purdue Pete must be produced in Athletic Gold.

**HELMET MARKS**

- **PUR-00033**
  - For use on Gold, White, Light, Dark and Fashion backgrounds

- **PUR-00057**
  - For use on Black backgrounds

- **PUR-00034**
  - For use on Gold, White, Light, Dark and Fashion backgrounds

- **PUR-00058**
  - For use on Black backgrounds

- **PUR-00059**
  - For use on Gold, White, Light, Dark and Fashion backgrounds

- **PUR-00060**
  - For use on Black backgrounds

- **PUR-00061**
  - For use on Gold, White, Light, Dark and Fashion backgrounds

- **PUR-00062**
  - For use on Black backgrounds

**Note:** Gold Helmet marks must be produced in Athletic Gold.

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VERBIAGE

Purdue University®
Boilermakers®
Boilermaker™
Boiler™
Boiler Up®
Boiler Up... Hammer Down™
Boilermaker Special™

Old Oaken Bucket™
Hail Purdue™
"All-American" Marching Band™
Paint Crew™
Boiler Blackout™
Boiler Built®
Ross-Ade Stadium™
Mackey Arena™
1234... First Down™
Degree in 3™

Cradle of Quarterbacks™
Den of Defensive Ends™
One Brick Higher™
What We Make Moves the World Forward®
Higher Education at the Highest Proven Value®
Giant Leaps for Mankind™
Ever True™
Ever Grateful, Ever True™
I Am An American™
Think Broadly, Lead Boldly®
Defense Lives Here™

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YES

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NO

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NO

University licenses consumables (must have expiration date on packaging):

YES

University licenses health and beauty products:

NO

Purdue Pete caricatures permitted (with approval from Purdue licensing office):

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