NEW ART SHEET
In order to help define the Purdue brand guidelines, Purdue T&L has launched a new Purdue Art Sheet.

A couple of key enhancements to the art sheet include:
1. The addition of one-color Gold and one-color White applications for logos and wordmarks. Please keep in mind that the one-color logos should remain one-color with the garment color showing through.
2. Descriptions of which logo should be placed on a specific garment background.
3. The removal of the gold wordmarks with a Silver outline.
4. Logos for a Black Purdue helmet.
5. The addition of several new phrases such as “I Am An American”
6. The addition of pertinent usage guidelines.

Please feel free to share the new art sheet with anyone in your organization. All the logos can be found within Learfield Licensing’s Trademarx online system and also on the Purdue Trademarks & Licensing website.

KEY CAMPUS EVENTS- SEPTEMBER
September 4th – Labor Day (No Classes)
September 8th – Football Friday Night Home Opener vs. Ohio
September 20th – Women’s Volleyball Big Ten Home Opener vs. Northwestern
September 23rd – Homecoming – Purdue vs. Michigan
September 28th – Women’s Soccer Big Ten Home Opener vs. Illinois

REMINDEARS
Colleges Changing Logos:
Purdue Branding is currently working on a new co-branding system that will replace all current academic lockup logos. This change will affect new merchandise orders as well as academic e-commerce merchandise stores. More information will be released soon regarding a launch schedule of the new logo system. If you have any questions, please contact Erika Austin.

Use of Other Schools Logos:
If you would like to use another school’s logo for a promotional or retail item, approval must be given from both schools. Please keep this in mind for the upcoming athletic seasons.

50TH MACKEY ANNIVERSARY LOGO
To celebrate Mackey Arena’s 50th Anniversary this season, Athletics has created a new logo that can be used on promotional and retail items. The logo has been created for both a dark and light background. Please contact Erika Austin at elaustin@purdue.edu to request vector files of the logos.

HOMECOMING LOGO
Purdue Homecoming will be September 23rd this year. The Boilermakers will be taking on the University of Michigan Wolverines at 3:30 or 4 pm E/T.
SEPT. 8 VS. OHIO:
Friday Night Home Opener
First game of the Coach Brohm era under the lights
Take a Kid to the Game
Fans can purchase a $5 youth ticket with the purchase of an adult ticket.

SEPT. 23 VS. MICHIGAN:
Homecoming

OCT. 7 VS. MINNESOTA:
Band Day
The All-American Marching Band will invite over 1,000 local band students to the game.
Boilermaker Kids Club Game
All BKC members can claim 2 free tickets to this game.

OCT. 28 VS. NEBRASKA:
Hammer Down Cancer
The team will be wearing neon yellow ribbons in conjunction with the Purdue Center for Cancer Research.

NOV. 4 VS. ILLINOIS:
Family Day
Salute to Service Game
Military personnel and service staff will be honored at this game.
Boiler Books Game
Youth 8th grade and under who complete a fall program checklist can turn that checklist in for a $10 Value End Zone youth ticket.

AUG. 26 VS. ALABAMA:
Kickin’ it Old School
90’s themed game.
National Family Fun Month
Bring the family out to Holloway.

SEPT. 20 VS. NORTHWESTERN:
Big Ten Home Opener

SEPT. 23 VS. OHIO STATE:
Glory Days
It is homecoming football weekend and we want our Purdue Alumni to come back and relive the glory days in Holloway Gym.
Late Night at Holloway!
It’s a late night game so come dressed in your best pajamas.

SEPT. 27 VS. INDIANA:
Rivalry Game
Boilermaker Athletic Council Tailgate
A pregame tailgate will be set-up for all Purdue Student Athletes.

OCT. 14 VS RUTGERS:
Dig for a Cure
The team will be wearing pink to support breast cancer awareness.

NOV. 11 VS WISCONSIN:
Salute to Service Night
Military personnel and service staff will be honored at this game.

SEPTEMBER SOCIAL MEDIA CALENDAR
Please see below our social media marketing lineup for September. We will be highlighting Purdue licensed product for each of these campaigns as promotions and giveaway items to our followers.

If you want to donate product for any of these campaigns please send the items to Erika Austin one week prior to date of campaign. Please email Taylor at trademarklicensing@purdue.edu if you have questions.

Sept. 2- First Football Game vs. Louisville – We will be marketing Purdue Football themed product and clear bags.

Sept. 4- Labor Day- We will be marketing Purdue outdoor products to celebrate the day off work and school.

Sept. 8 – Friday Night Under the Lights Home Opener vs. Ohio – We will be marketing Friday Night Under the Lights themed product.

Sept. 14- First Women’s Soccer Conference Game vs. Michigan – We will be marketing Purdue Soccer themed product.

Sept. 20 – First Women’s Volleyball Big Ten Home Opener vs. Northwestern – we will be marketing Purdue Volleyball themed product.

Sept. 23- Homecoming vs. Michigan – we will be marketing alumni themed products as well as Purdue themed product.

Sept. 27- Women’s Volleyball Home Game vs. IU – We will be marketing Beat IU product.